DECEMBER 22, 1958

THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Pennsylvania Dutch for "Happy New Year"

Haerrlich Nei Yohr* from

WLBR-TV becomes WLYH-TV on January 1. We're adopting the new name to indicate clearly that we serve *all* of America's Number ONE UHF Market...**L**ebanon-**L**ancaster-**Y**ork-**H**arrisburg. Blair Television Associates has all the facts on "Wonderful Good" WLYH-TV. Call them today.

A TRIANGLE STATION

WLYH-TV

LEBANON — LANCASTER, PA

ABC-TV **Channel 15**

Blair Television Associates, Inc.

We cover *all* of

LEBANON-LANCASTER

YORK

HARRISBURG

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N.Y. / WLYH-TV, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

who says KVTV is the best buy in Sioux City?

NATIONAL ADVERTISERS SAY SO!

An air check during the week of October 19 through 25 found that:

- National advertisers invested 70% of their TV ad dollars for Sioux City on KVTV.
- Of the 19 national advertisers using KVTV and Station B, 16 invested more than 50% on KVTV.

LOCAL ADVERTISERS SAY SO!

This same air check showed these facts about local advertisers:

- Local advertisers invested 71% of their TV advertising dollars on KVTV.
- Of the 8 local advertisers using KVTV and Station B, 7 invested more than 50% on KVTV.

KVTV had 70 exclusive advertisers, both local and national. Station B had 22.

ARB SAYS SO!

An ARB Metropolitan Survey made from October 19 through 25 shows that:

- From sign-on to sign-off, KVTV had 36% more share of audience than Station B.
- KVTV had 312 quarter hour wins. Station B had 128.
- KVTV carried 19 of the top 25 programs.

To sell your product most effectively in Sioux City, sell on the most watched station in Sioux City — KVTV.

KVTV

CHANNEL 9 • SIOUX CITY, IOWA

CBS • ABC

PEOPLES BROADCASTING CORPORATION

WGAR, Cleveland, Ohio
WRFD, Worthington, Ohio
WTTM, Trenton, New Jersey
WMMN, Fairmont, West Virginia
WNAX, Yankton, South Dakota
KVTV, Sioux City, Iowa

Coverage that Counts!

WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

Basic

CBS

NBC... ...ABC

Represented by the **P.G.W. Colonel**

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

This angel is an enlarged portion of the capital letter "F," shown at right, from the Christian ABC Book "Vorschriftbuch," or copybook used in the writing school in the Ephrata Cloisters, Ephrata, Pennsylvania, circa 1750.

WGAL-TV and the Steinman Stations best wishes for the holiday season and a happy and prosperous New Year

STEINMAN STATIONS
Clair McCollough, Gen. Mgr.

WGAL-TV, Lancaster, Pa. • WGAL, Lancaster, Pa. • WDEL, Wilmington, Del.
WKBO, Harrisburg, Pa. • WORK, York, Pa. • WRAW, Reading, Pa.
WEST, Easton, Pa. • WRAK, Williamsport, Pa.

closed circuit.

IS KNOWLEDGE POWER? • FCC, after several staff briefings on tv allocations, is far better informed but no closer to solution of problem that has plagued it since "final" allocations report of 1952. Briefings, last of which was last Thursday, include slide projections, overlays and other visual aids to portray what coverage picture would look like under various alternatives, making use of latest available TASO field information. But FCC continues in quandary.

•

Under mandate to present allocations plan to Senate Commerce Committee next month, FCC may not be able to meet deadline. Instead it may report impasse and perhaps conclude that unless more vhf channels are made available, or Congress legislates transitional move to all uhf system, only alternative will be shorter mileage separations and directional antennas, to provide three-station competitive service (for three networks) in at least 100 markets (roughly, ABC proposal). Possibility of getting more vhf space is still being explored, with Comr. Fred W. Ford as FCC's contact. But prospects were gloomy as ever last week.

•

MEMORY LINGERS • While defeated Sen. John W. Bricker (R-Ohio) won't be fixture of 86th Congress, version of his network licensing bill may be. Sen. Paul Douglas (D.-Ill.) is pondering measure placing networks under direct FCC regulation as outgrowth of AFTRA fight with NBC's WMAQ-WNBQ (TV) Chicago. Senator is awaiting result of his protest to FCC on alleged cutdown of local programming before deciding course. He particularly is interested in authority of NBC's Chicago management to develop and exploit local talent.

•

Two other senators, one Democrat and one Republican, said network regulation proposal coming from Sen. Douglas would gain "tremendous" support it did not enjoy under Sen. Bricker's sponsorship. One said regulation of some sort is inevitable, but not to extent of public utility-type controls. Sen. Andrew Schoeppel (R-Kan.), who replaces Sen. Bricker as ranking minority member of Commerce Committee, said he "would have to think about" lending his support to Bricker proposal.

•

WMUR-TV SOLD • Purchase of ch. 9 WMUR-TV Manchester, N. H., by Richard Eaton, multiple station owner, from Radio Voice of New Hampshire Inc. has been negotiated for about $500,000. Agreement was made before death Friday of former Gov. Francis P. Murphy, sole owner, who had suffered four-month illness. Station last year was purchased by Storer Broadcasting Co. for approximately $850,000 but transaction subsequently was cancelled when FCC failed to approve change of location.

•

Mr. Eaton previously had negotiated with Storer for purchase of now dark ch. 12 WVUE (TV) Wilmington-Philadelphia. Storer, however, turned in license last Thursday (see page 40) to enable him to take over ch. 6 WITI-TV Milwaukee. Eaton's stations are WOOK, WFAN (FM) Washington; WSID Baltimore; WARK-AM-FM Hagerstown; WINX Rockville; WANT Richmond, and WYOU Newport News. Purchase of WSRS Cleveland is pending (see page 56).

•

COURT TEST • There's action due shortly after first of year on long-awaited legal test of community antenna system pickups of broadcast signals, Douglas A. Anello, NAB chief attorney, will go to Salt Lake City after Christmas to work out details of test case involving city's tv stations. Suit is expected to involve unauthorized rebroadcast of Salt Lake City telecasts by community system in Southern Idaho.

•

CATV afterthought: If broadcasters win property right test case in courts, members of National Community Antenna Assn. have informally discussed their possible course in future. One school takes position CATV operators could finance cost of buying tv rebroadcast rights by selling time to local advertisers. They could operate without federal regulation, maintaining any type of programming service that suits their whims. Result, they hint, could be creation of competitive tv medium.

•

SAFETY MEASURE • While there are misgivings in some station quarters over decision of All-Industry Radio Music Licensing Committee to ask court to fix reasonable fees by virtue of break in negotiations with ASCAP, there appears to be built-in safeguard to protect stations from higher rates. ASCAP's consent decree carries "most favored nation" clause which means that it cannot charge stations any more than best arrangement it has made with other stations. Number of stations, it's understood, already have renewed existing contracts with ASCAP until July 1963. This presumably means that all stations would be entitled to same terms.

•

All-Industry Committee is seeking rate reductions but broke off negotiations after ASCAP held fast on existing rates. Committee feels that at very minimum stations should get rates equivalent to those paid by tv, which would amount to roughly 12% decrease or about $1 million per year.

•

RETURN TO ACTION • Whatever became of Herb Moore, founder and president of Transradio, which broke ice in mid-30's in providing news for radio and ceased operations in 1951 after regular press associations were serving radio full-tilt? Mr. Moore, who publishes *Ski-Time*, national consumer monthly in New York, for past three years quietly has been working with Civil Defense at Battle Creek headquarters in charge of emergency information. Recently he was named director of information for new Office of Civil & Defense Mobilization at Battle Creek operations headquarters. It's labor of love because he came out of Transradio litigation with considerable money and his publishing operation is successful.

•

Despite reports to contrary, House Legislative Oversight Committee will make pitch for continued life during new session of Congress and will request new appropriation. Report, now being drafted by staff, it's learned in informed quarters, will state that committee has not completed its work and feels that because of results achieved, it should not die.

•

PROBLEMS, PROBLEMS • Tv broadcasters with plans for program syndication via videotape have hit new problems, in addition to those of syncronization fees, union jurisdictions and limited number of present VTR markets. New puzzler is how to insure getting back same quality tapes that are sent out, how to prevent station receiving program on new tape from re-recording it on tape already used 100 times or more and returning that one, keeping original for its own use.

•

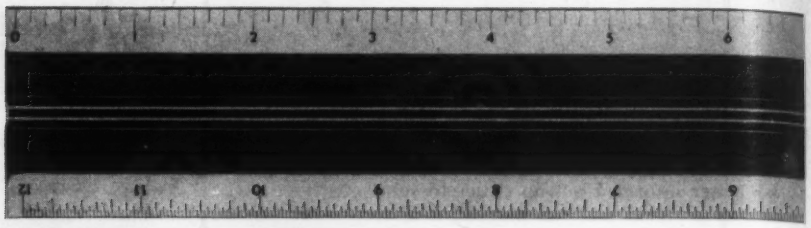
Defeated Ohio Sen. Bricker's administrative assistant, John M. McElroy, will be named minority clerk of Senate Commerce Committee replacing Bert Wissman. Mr. Wissman, chief clerk during Republican controlled 83rd Congress, will remain on committee's professional staff.

•

TOURISTS • Rep. Morgan M. Moulder (D-Mo.), who "resigned" last winter as chairman of Oversight Subcommittee, returned to Washington Thursday (Dec. 18) after two-week trip to Europe for ostensible purpose of studying educational tv. Accompanied by House Commerce Committee professional staffer Kurt Borchardt, he visited Copenhagen, Paris and Rome. Rep. Moulder refused to comment, but stated report would be forthcoming.

•

On earlier European trip, House Judiciary Chairman Emanuel Celler (D-N.Y.) took long look at overall tv operations, although that was not express purpose. Often critic of American network operations, trip convinced Rep. Celler that our system is by far superior. Staff of congressman's Antitrust Subcommittee is accumulating considerable information on European tv.



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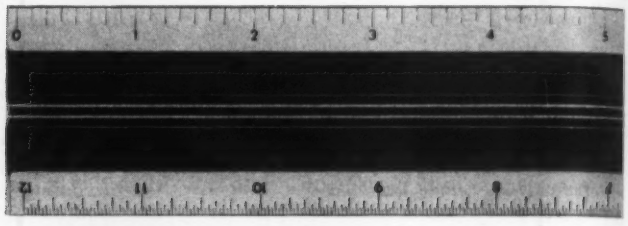
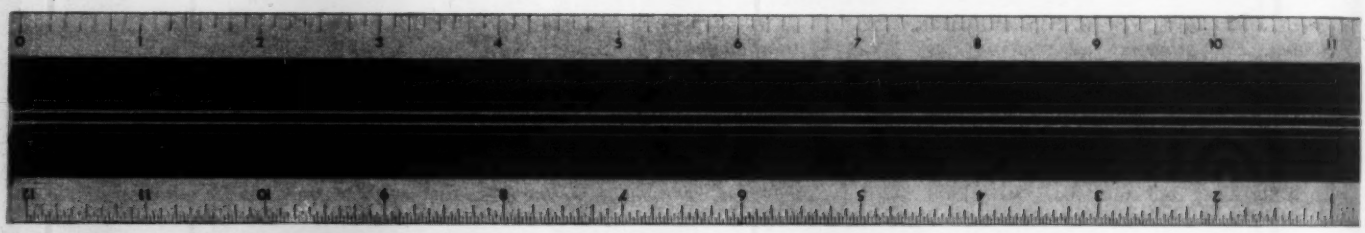


WEEK



IS RATING WEEK!

★ NEWS ★ SPORTS
★ PUBLIC SERVICE
★ WESTERNS
★ COMEDY
★ CHILDREN'S SHOWS
★ MYSTERY
★ ADVENTURE
★ VARIETY
★ TOP MOVIES

If it has audience appeal
. . . Channel 13 has it!

• Broad programming, covering every audience base, makes WSPD-TV television **Toledo** television. This wide variety of appeal to every member of the family—day and evening— is the big reason WSPD-TV can meet and whip the rating challenge **every week!** Ask your Katz man.

"Famous on the local scene"

WSPD-TV

CHANNEL 13 • TOLEDO

Storer Television

STORER BROADCASTING COMPANY

WSPD-TV Toledo • **WJW-TV** Cleveland • **WJBK-TV** Detroit • **WAGA-TV** Atlanta • **WITI-TV** Milwaukee

THE WEEK IN BRIEF

Who's Hot in Radio Spot—Radio Advertising Bureau, reviving list on top U.S. spenders in spot radio, reveals that 51 companies spent about $78 million in 1958, General Motors leading the list with $5.4 million. Because of ties, 21 advertisers crowd top 15 category. Page **19.**

Uncle Sam Socks Co-Op—New tax ruling levies 10% on $2 billion in advertising money alloted by manufacturers to local sales outlets that match this allowance. Fears voiced that decision will discourage co-op advertising in major media. Page **20.**

Do Tv Stations Put Up a False Front?—Yes, says WTVJ's Wolfson and Grey Adv.'s Accas, who decry "hypoed" ratings via loading of "known rating weeks." Wolfson suggests rating week be abolished; Accas agrees and adds a few thoughts of his own. Page **21.**

East-West Mergers—Gardner of St. Louis to meld with Paris & Peart, New York, on Jan. 1, looking toward $35 million bracket. Page **22.** Broadcast-oriented North Adv., Chicago, combines with Alfred J. Silverstein, Bert Goldsmith Inc., New York, after first of year. Page **22.** Chicago's Edward H. Weiss & Co. wants to expand on both coasts. Page **22.**

Staff Ownership at McCann-Erickson—McCann of McCann-Erickson retires; Harper adds title of board chairman; on tv side—it's Pat Weaver signed as a tv consultant. Page **23.**

That New York Press Strike—Radio and television stations fill in for newspaperless Gotham. Broadcasters unable to fully capitalize on added advertiser revenue due to already-full schedules. Page **24.**

Allstate in Good Hands With TV—Sears, Roebuck & Co.'s insurance subsidiary boosts sales, satisfies customers and spurs agent morale with $2.5 million investment in CBS-TV's *Playhouse 90*. Page **28.**

Whan Surveys Iowa Market Again—Kansas State College study finds more adult exposure to color tv, but little purchasing desire. Out-of-home listening via car radios continues sharp upsurge. Page **29.**

SSC&B's Tv Facility—The blueprint and the thinking behind a tv studio that will be installed by the agency at a $100,000 cost. Work gets underway in January with completion in the spring. Page **30.**

Galaxy Attractions Bows—New Gordon enterprise formed by Milton Gordon with Manny Reiner as a principal executive. Objective: piece of the business pie in television and theatrical film. Page **34.**

Bigness Unlimited—Once dependent on the whims of Hollywood, MCA now reverses roles, becomes landlord of Universal-International Studios by acquiring Universal's lot for $11.25 million. Page **34.**

NTA Sale Up for Approval—National Theatres asks stockholders for proxies to go ahead with debenture-warrant exchange in acquiring National Telefilm Assoc. Page **38.**

Storer Surrenders ch. 12—Wilmington, Del. vhf dropped after unsuccessful attempt to sell facility. Storer prepares to take over ch. 6 WITI-TV Milwaukee as fifth v. Page **40.**

Interim TV Plan in New Orleans—FCC offers to let three applicants for ch. 12 in New Orleans use Biloxi ch. 13 on joint basis pending final awards in New Orleans and Biloxi. Page **42.**

AFTRA-Networks Reach Agreement—The American Federation of Television & Radio Artists and the radio-tv networks reach agreement on a new two-year contract, subject to the approval of AFTRA's board and its membership. Page **46.**

AFM Conservatives Win, 2 to 1—In Hollywood's Local 47 biennial election conservative administration candidates register victories. Seen as turning point of local's trips to courts. Tranchitella and Herman elected president and vice president, respectively. Pretrial hearing of Anderson case also held on Dec. 15 election date. January hearing dates set for MGA petitions for certification elections with three recording companies. Page **46.**

Getting Ready for March—NAB convention planners face tough problem in trying to cut down size of annual meeting but they've crowded programming into a three-day agenda. Equipment exhibit to be largest in history. Film and other program firms can't exhibit but will be assigned hospitality suites. Page **50.**

Robert Sarnoff Is Keynoter—NAB picks NBC board chairman to receive annual keynote award and deliver opening speech at convention. John T. Wilner, of Hearst, will receive first NAB broadcast engineering award for development of "image orthicon saver." Page **50.**

Aids to Editorializing—Special NAB committee proposes series of rules to guide radio-tv stations in their editorializing. Committee completes study of problem and submits report to NAB board of directors. Page **51.**

Radio Up, Tv Down—Electronic Industries Assn. estimates production of 960,383 radio sets in November, higher than October total. Tv sets, however, totaled only 439,904 in November, beneath the October figure. Page **52.**

Tv Miscast in 'Whipping Boy' Role—Parkson Adv.'s Ted Bergmann rises to medium's defense in this week's MONDAY MEMO. When viewer picks up newspaper, turns off tv, the broadcaster will be the first to know it and to change, he concludes. Page **73.**

MR. BERGMANN

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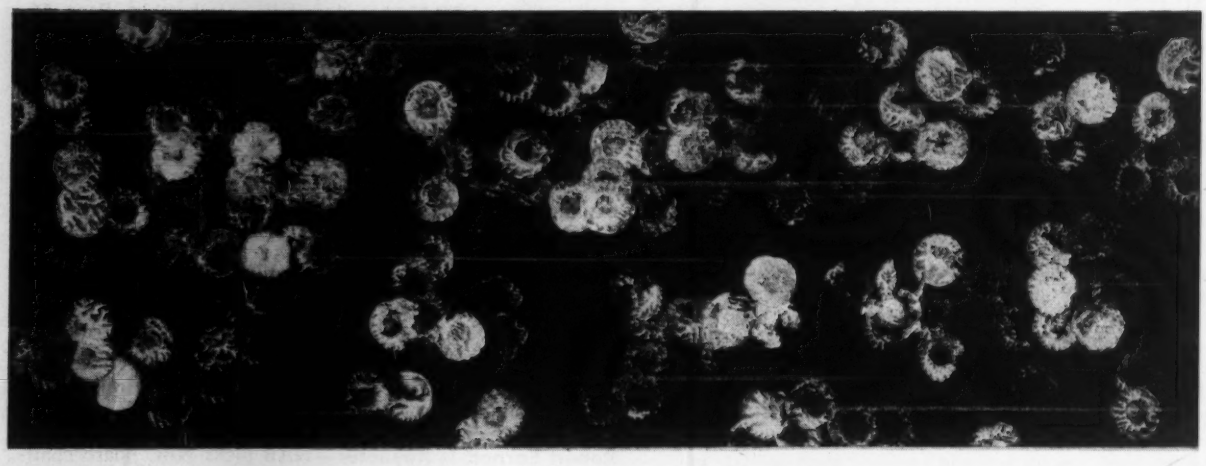
Stimulating Sounds



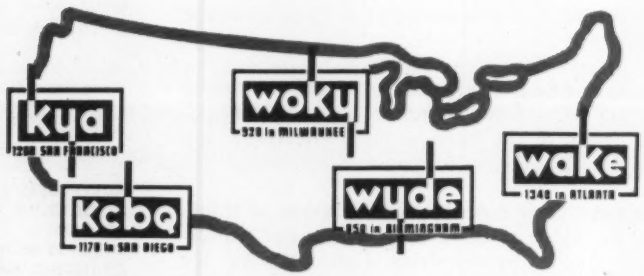
What sounds do people need for modern living? Which offer pleasure . . . fulfillment . . . and stimulate response?

Bartell Family Radio researches continually for answers corrected to the community . . . its background . . . its mood.

That's why our majority audiences . . . that's why more buyers at lower cost.

Bartell it . . . and sell it!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

at deadline

SPACE RELAYS UNVEIL NEW ERA

New concept in long-range communications—space relaying—is established fact following successful reception Friday of President Eisenhower's "peace on earth, goodwill to men" message received from orbiting Atlas missile 115-930 miles above earth.

Primitive as baby's first words is way military communications-electronics experts termed first "Signal Communications by Orbiting Relay Equipment" project. But, Robert Brady, chief, communications section, Signal Corps Research & Development division, asserted, in 10 years when satellites remain up for long periods, when equipment has greater capacity and reliability, orbiting active radio relays will mean accomplishment of major breakthrough in spectrum utilization. When that time comes, Defense Dept. said, many more circuits for telegram and telephone communications and even television signals for intercontinental service may be greatly expanded.

As explained by Defense Dept. specialists, long-range radio communications up to now have had to use high frequencies (hf). This band is completely saturated. Through use of space relay stations defense communications officials see possibility of use of vhf, uhf and super-high (shf) frequencies. In these areas there is more space.

U.S. put its 4½-ton radio relay missile into space Thursday night. It is calculated missile will remain in orbit 20 days before plunging back into earth's atmosphere and burning up. Use of inertial guidance system to put Atlas into orbit considered significant first; other satellites have been "thrown" into orbit.

Missile is 85 x 10 ft., contains two communications packages (each 34 x 12 x 10 in.) in addition to tracking transmitter. Each package comprises single endless loop tape recorder (size, 7 x 5-in.; capacity, 4 minutes); fully transistorized receiver (3½ x 4½ x 1-in.); miniaturized 8 w transmitter (6¼ x 4½ x 4½-in.); control unit; zinc-silver oxide batteries (life, 4-6 weeks). Each package weighs about 35 pounds. Total communications gear aboard Atlas totals 150 pounds, including antennas and Minitrack equipment.

This is how it works: When satellite is in line-of-sight of one of four ground stations message from ground is recorded in airborne tape recorder and stored. When satellite appears over another station, ground installation triggers recorder with command signal, and message on tape is transmitted earthward. Satellite also can be used as direct relay.

As of Friday night experiments in this technique were underway, but results were not made public.

Frequencies used for communications are 132.435 mc. and 132.905 mc. Frequencies used for tracking are 107.94 mc. and 107.97 mc.

(Continued on page 10)

Colgate Acquires Wildroot; Agency Assignment Uncertain

Colgate-Palmolive Co., N. Y., will enter hair tonic field with acquisition of Buffalo's Wildroot Co. Agreement in principle to acquire Wildroot as C-P subsidiary was reached in New York late last week. Acquisition will be effected through exchange of stock, ratio to be determined. Wildroot's annual business is in excess of $10 million. Colgate's world-wide earnings for first nine months of 1958 were $403,540,000 (up from 1957 first nine months of $388,220,000), with net income $14,780,000 (up from $14,460,000). Colgate's total ad budget is estimated at $41 million, with about $20 million in network tv, $8 million in spot tv.

Though Wildroot is publicly-held firm, not much is known about its financial history. Founded in 1911, it maintains headquarters and plants in Buffalo, Canadian operations in Fort Erie, Ont. Wall St. guesses are that stock value exchange should be worth about $10 million.

C-P officials said no decision had been made as to agency assignments. Wildroot is serviced by BBDO but that agency handles products of competing Lever Bros. It would seem that account will be reassigned to one of several C-P agencies which include McCann-Erickson, Street & Finney, Ted Bates & Co., Lennen & Newell, D'Arcy, John W. Shaw Adv., Norman Craig & Kummel, Cunningham & Walsh and Charles W. Hoyt Co.

Estabrook-Valdes Buy WCUE

WCUE Akron, Ohio, sold Friday (Dec. 19) by Edwin T. Elliot for $600,000 to Ted Estabrook, former owner of WERI Westerly, R. I., and WHOO Orlando, Fla., and Jack Valdes, former account executive with BBDO and at one time in CBS-TV production department. Blackburn & Co. negotiated. Mr. Elliot plans to move to Providence, R. I., where he owns WICE.

WZFM (FM) Sold for $110,000

Sale of WZFM (FM) Jacksonville, Fla., by Carmen Macri to Irving Glick, general manager of station and of sister WZOK Jacksonville, for $110,000 filed at FCC Friday. WZFM is on 96.9 mc with 9.7 kw.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 20.

GREYHOUND SPECIALS • Greyhound Corp., Chicago, will sponsor two hour-long special programs featuring Jack Benny on CBS-TV March 8 and May 23 in prime evening time and will announce other network programming plans later. Company made no mention of current sponsorship of NBC-TV *Steve Allen Show*, but association is expected to terminate March 1. Agency: Grey Adv., N. Y.

L&M TO RETURN • After considerable hiatus from spot radio, Liggett & Myers' L&M brand returns to medium next month, understood to be ordering 40-60 spots a week for 10 weeks in over 100 markets. Agency: Dancer-Fitzgerald-Sample, N. Y.

BORDEN RADIO SPOTS • Borden Co. (instant coffee), N. Y., reported to be preparing spot radio campaign in major markets throughout country to break beginning of 1959. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

McCORMICK PLACING • McCormick & Co. (instant mashed potatoes), Baltimore, understood to be lining up spot radio campaign in undetermined number of markets. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

Providence Stations Sold

Sale of WPRO-AM-FM-TV Providence to Capital Cities Television Corp. for estimated $6.5 million [CLOSED CIRCUIT, Dec. 15] announced by William S. Cherry, president of Cherry & Webb, owner of WPRO stations. Sale is subject to customary FCC consent. WPRO-TV is on ch. 12, WPRO on 630 kc with 5 kw. Capital Cities owns WROW and WTEN (TV) Albany, N. Y., WCDC (TV) Adams, Mass., and WTVD (TV) Durham, N. C., and is owned by newscaster Lowell Thomas and associates, including Frank M. Smith, president of corporation.

Z-Bar Files CATV Suit

New approach to tv property rights taken by Z-Bar Network in suit filed in Montana state court against Helena Tv Inc., community antenna operator. Z-Bar, headed by Ed Craney, asks court for declaratory judgment restraining CATV firm from rebroadcasting network signals carried by KFBB-TV, Z-Bar affiliate in Great Falls. Suit is based on common law statutory infringement.

at deadline

Radio-Tv Network Contract Approved by AFTRA Board

American Federation of Television & Radio Artists board of directors last Friday (Dec. 19) voted to approve contract negotiated by its officials with radio-tv networks. Proposal will be submitted to membership for ratification in early January (see page 46).

Among highlights of agreement are national taped commercial fee of $93 for session and first use, with re-run formula totaling $865 for 13-week cycle and $983 for 26-week cycle. Network radio fees remain as under old contract, except for 10% increase for sportscasters. ABC-TV and CBS-TV agreed to formula for payment of fees to performers on network programs sold in foreign markets, established earlier this year with NBC-TV.

Negotiations between Los Angeles' four non-network tv stations and AFTRA recessed Thursday (Dec. 18) probably until after holidays, while union mulls station offer of flat 5% increase for staff announcers ($7.50 a week) and proposal that no attempt be made to pin down videotape with restrictions now, when it is virtually unknown field, but that AFTRA be free to reopen talks on VTR at any time during new contract term.

NBC-TV, CBS-TV Each Receive Seven 'Look' Magazine Awards

CBS-TV and NBC-TV tied with seven winners each of 9th annual *Look* (magazine) tv awards, to be announced tomorrow (Dec. 22) in publication's Jan. 6 issue. Presentation scheduled Dec. 30 on CBS-TV's *Garry Moore Show*, sponsored by Revlon, Pittsburgh Plate Glass, and Kellogg's, last-named cited also for its alternate sponsorship of *What's My Line?* on CBS-TV. Dominating awards with two mentions each were NBC-TV's *Steve Allen Show* (participating advertisers), *An Evening With Fred Astaire* (Chrysler Corp.) which will be rebroadcast Feb. 11 (see page 54), and CBS-TV's *Playhouse 90* (multiple sponsorship). Last-named show was singled out for controversial *Plot to Kill Stalin* drama that cost network its Moscow news bureau.

Votes cast by 353 newspaper tv critics, editors and columnists also went to Robert Saudek Assoc. *Omnibus* (for unprecedented sixth consecutive year), NBC-TV's *Perry Como Show* (third year), and CBS-TV's late *See It Now* (also third year). Repeat winners included *Jack Benny Show* (CBS-TV, American Tobacco Co.); *Father Knows Best* (CBS-TV, Scott Paper Co.), *Gunsmoke* (CBS-TV, Liggett & Myers Tobacco and Remington-Rand). Judging was done for network shows only, on air between Nov. 1, 1957 and Oct. 31, 1958. ABC-TV won no awards.

WEATHER RADAR

RCA is announcing today (Monday) development of new ground weather radar system that enables stations to telecast upproaching storms as far away as 150 miles. System picks up storm data, which is displayed on radar screen, and by use of standard RCA studio vidicom film camera, radar scope presentation may be transmitted to tv station's viewers.

SPACE RELAYS *(Continued from page 9)*

Signal Corps ground stations established at Fort Huachuca, Ariz.; Fort Sam Houston, Tex.; Ft. Stewart, Ga.; and one near Los Angeles. Ground antennas, highly directional, are helix type arrays. Direction finders were used to orient antennas.

Defense Dept. reported that when in range, satellite communication systems can send and receive seven teletypewriter messages and one voice message at same time. Bandwidth is 3 kc. Multiplexing equipment at ground stations can handle up to 60 words per minute on each teletypewriter channel, or total of 420 words plus one voice. Each recorder can store about 1,680 telegraphic words in its four minute capacity.

President's voice was clear, but thin and distant like early radio voice DX communications. Signal strength was reported as S4/R4. Pre-recorded tape also contained TWX message which was received at Los Angeles Friday evening.

Among companies contributing to communications elements: RCA (communications components) were Convair (antennas on missile), Radiation Inc. (ground antennas), Eagle-Picher Co. (batteries), Potter & Brumfield (special relays), Radio Frequency Labs (telegraph multiplex on ground).

Gov. Francis P. Murphy

Former Gov. Francis P. Murphy, 81, of New Hampshire, owner of ch. 9 WMUR-TV Manchester, died early Friday (Dec. 19) of throat cancer. Active in broadcasting for 17 years, he built WMUR radio in 1941 and sold it in 1956. In 1953 he established WMUR-TV as New Hampshire's only station, subsequently selling it to Storer Broadcasting Co. for $850,000. This sale was cancelled, after FCC failed to approve change of location. Last week agreement was reached to sell station to multiple owner Richard Eaton (see CLOSED CIRCUIT).

Mr. Murphy served two terms as governor from 1937-1941 and was only Catholic governor in state's history. He is survived by two daughters and a son.

PEOPLE

ROBERT E. LEWIS, Sylvania Electric Products senior vice president, elected Friday as president and will be proposed as president of new General Telephone & Electronics Corp. that would be formed in proposed merging Sylvania with General Telephone Corp. Mr. Lewis succeeds **DON G. MITCHELL,** who continues as board chairman.

DEL MARKOFF, sales manager of Pullman Coach Co., Chicago, appointed national accounts sales manager of Sealy Inc. (bedding firm), same city, effective Jan. 1, 1959. Sealy set to launch heavy advertising campaign in mid-January, with network radio, local radio-tv spots and other media.

JOHN T. BRAY, timebuyer, Cunningham & Walsh, joins Robert E. Eastman & Co., station representative, N.Y. sales staff. **AL CARRELL,** vice president and account executive, Sanders Adv., Dallas, joins Eastman to supervise station representative firm's new office in Dallas.

WMBV-TV to Be ABC-TV Primary; Wisconsin Pleas Dropped

WMBV-TV (ch. 11) Marinette-Green Bay, Wis., will become primary affiliate of ABC-TV next Feb. 1, Joseph D. Mackin, station's general manager and Alfred Beckman, ABC vice president in charge of tv station relations, announced Friday. WFRV-TV there, which had been ABC-TV's affiliate, becomes NBC-TV primary affiliate on May 23 [AT DEADLINE, Dec. 1]. WMBV-TV is owned and operated by M&M Broadcasting Co., operating with 240 kw visual, 135 kw aural power.

WMBV-TV, which had asked for hearing on renewal of WFRV-TV license and for speed-up of proceedings involving changes in facilities and transfer of control of WMBV-TV and WMAM Marinette, withdrew actions Friday, saying ABC-TV affiliation relieves urgency of station's situation [GOVERNMENT, Dec. 8]. WFRV-TV and WBAY-TV Green Bay withdrew oppositions to WMBV-TV moves except to deny WMBV-TV allegations.

Hearing on protests by two Green Bay outlets to sale of 75% of WMAM-WMBV-TV to Morgan Murphy-Walter C. Bridges interests completed and awaits initial decision. Second proceeding on objections by two stations to WMBV-TV application for move of transmitter closer to Green Bay and antenna height and power increases is in hearing stage.

Powell Staff Joining C&W

Robert H. Powell, president of Powell Adv., Detroit, and his entire staff at agency join Cunningham & Walsh Jan. 1, Robert N. Newell, president of C&W is announcing today (Dec. 22). Mr. Powell becomes vice president in charge of C&W's Detroit office, an additional branch for agency. Powell accounts include various local automobile dealer associations as well as WCAR Detroit.

WMBR

The great station in Florida's gateway

WMBR · JACKSONVILLE

announces the appointment of

JOHN BLAIR & COMPANY

as National Representative

effective January 1, 1959

in Florida's major markets, John Blair & Co. represents four outstanding stations:

Jacksonville · WMBR

Miami · WQAM

Orlando · WDBO

Tampa · WFLA

talk about contours...

the KDUB-TV, KPAR-TV, KEDY-TV contour encompasses 334,575 isolated sets! One economical buy and this "Treasure Island" is all yours

KDUB stations
KDUB-TV LUBBOCK, TEXAS
KPAR-TV ABILENE - SWEETWATER
KEDY-TV BIG SPRING, TEXAS

W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

HALLMARK HALL OF FAME

In a complete change of pace from its customary dramatic presentations, *Hallmark Hall of Fame's* Dec. 14 program was a yuletide variety show that included light and serious drama, comedy and beauty on ice and the story of the Nativity, read by Maurice Evans from the words of St. Matthew and St. Luke and illustrated by famous religious paintings.

As colorcast on NBC-TV, Hallmark's "Christmas Tree" was a thing of multicolored beauty, star-studded with Ralph Bellamy, Carol Channing, Margaret Hamilton, Tom Poston, Cyril Ritchard, William Shatner, Hiram Sherman and Jessica Tandy, as well as Mr. Evans, and drenched in Christmas sentimentality. Aside to writer Helen Deutsch and producer Mildred Freed Alberg: the best Christmas cakes include bits of tart citron and orange rind to offset the sweetness.

Sponsored by Hallmark Cards through Foote, Cone & Belding on NBC-TV, Dec. 14, 7-8 p.m.

Producer: Mildred Freed Alberg; director: Kirk Browning; associate producer: Robert Hartung; musical conductor: Franz Allers; ballet librettos: Helen Deutsch; choreography: Jonathan Lucas.

WANTED—DEAD OR ALIVE

Take a boy young enough still to believe in Santa Claus, his worried mother and cynical father, a bounty hunter, a make-believe Santa and a mysterious stranger; mix them with a large dollop of sentiment and a dash of poignancy in a ranch house and set to cool in a Christmas Eve snowstorm, and you'll have the recipe for a western-Christmas program.

Jay North was appealingly wide-eyed as the youngster who pays eight cents to the bounty hunter to find Santa Claus for him; Lloyd Corrigan was a believable old codger with a willing heart but a weak will; the rest of the cast did well what was required of them. Steve McQueen, as bounty hunter Josh Randall, was manful, noble and sympathetic (as well as a little uncomfortable) as the star of a drama in which sentiment replaced action as the main ingredient.

Production costs: Approximately $37,000.

Sponsored on CBS-TV, Saturday 7:30-8 p.m. (This episode Dec. 20.) Sponsored by Brown & Williamson Tobacco Corp. through Ted Bates & Co., N.Y.

Produced by Malcolm-Four Star Productions; executive producer: Vincent Fennelly; producer: John Robinson; director: Tom Carr; executive producer for CBS-TV: Edgar Peterson.

BOOKS

SCREEN WRITING AND PRODUCTION TECHNIQUES, The Non-technical Handbook for Tv, Film and Tape by Charles W. Curran. Hastings House Publishers Inc. 242 pages. $4.95.

Charles Curran's 25 years experience in screen writing, direction and production have been utilized with a teacher's skill in this handbook for beginners in a complex field. Originally published in 1952 under another title, the volume now treats such important developments as videotape.

Included are 36 basic plots as well as lists of subjects for story characters, locale and plot development. At the back of the book is a 26-page glossary.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

CBS-TV

Dec. 25 (9:30-11 p.m.) *Playhouse 90,* Kimberly-Clark through Foote, Cone & Belding.

NBC-TV

Dec. 22-26, 29-31 (2-2:30 p.m.) *Truth or Consequences,* participating sponsors.

Dec. 22-26, 29-31 (2:30-3 p.m.) *Haggis Baggis,* participating sponsors.

Dec. 22, 29 (7:30-8 p.m.) *Tic Tac Dough,* Procter & Gamble through Grey.

Dec. 22, 29 (10-10:30 p.m.) *Arthur Murray Party,* P. Lorillard through Lennen & Newell.

Dec. 23 (8-9 p.m.) *Eddie Fisher Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Dec. 24, 31 (8:30-9 p.m.) *Price Is Right,* Speidel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson.

Dec. 24, 31 (9-9:30 p.m.) *Milton Berle Starring in Kraft Music Hall,* Kraft Foods Co. through J. Walter Thompson.

Dec. 25 (10-10:30 p.m.) *Masquerade Party,* P. Lorillard through Lennen & Newell.

Dec. 26 (8-9 p.m.) *Ellery Queen,* RCA through Kenyon & Eckhardt.

Dec. 27 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Dec. 28 (7:30-8 p.m.) *Northwest Passage,* Reynolds through Esty and RCA through Kenyon & Eckhardt.

Dec. 28 (8-9 p.m.) *Steve Allen Show,* Polaroid through Doyle Dane Bernbach, DuPont through BBDO and Greyhound through Grey.

Dec. 28 (9-10 p.m.) *Dinah Shore Chevy Show,* Chevrolet through Campbell-Ewald.

Dec. 30 (8-9 p.m.) *George Gobel Show,* RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

"My Gawd, she's TALL!"

YESSIR, she IS tall-l-l — the tallest thing man ever made in North Dakota—WDAY-TV's new antenna, 1206 feet above the ground (1150 feet above average terrain!).

As you know, tower height is extremely important in getting TV coverage—more important than power, though WDAY-TV of course utilizes the maximum 100,000 watts.

So WDAY-TV—with new Tower and new Power—will soon be covering 96% more of North Dakota-Minnesota's best countryside than before—60% more of the prosperous Red River Valley's families than before!

Even before building this tremendous new tower, ratings proved that WDAY-TV is the hottest thing in the Valley. Soon they'll be better and better, and for greater and greater distances!

ARB — December, 1957 SHARE OF AUDIENCE Metropolitan Area	
	WDAY-TV
9:00 A.M. — 6:00 P.M. Monday - Friday	77.2
6:00 P.M. — 10:00 P.M. Sunday - Saturday	74.1
10:00 P.M. — Midnight Sunday - Saturday	81.1

Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

A Merry Christmas to "Jaxie's" Friends in National and Local Agencies

You've made 1958 a Year to Remember down WFGA-TV way!

BASIC NBC AFFILIATION

Represented by
Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida

FLORIDA'S COLORFUL STATION

OPEN MIKE

Triple Spotting Inquiry

EDITOR:

In the use of tv spots we are confronted with the problem of finding our spots amongst triple spotting programs.

I recall articles in your publication reflecting the attitudes, practices, etc. on the part of the advertisers and/or their agencies in overcoming this practice on the part of individual tv channels.

I am particularly interested in the control set up by the agency or advertiser to make sure that their spots are not broadcast within the framework of triple spotting. Also, just how prevalent is this practice of triple spotting.

I would appreciate receiving by air mail, any clippings on this subject, and/or mention of the issues and page numbers.

I would also like to receive any viewpoints you might have to offer on this subject.

We are a subscriber to your publication and your cooperation in this matter will be most appreciated.

M. A. Mattes
Standard Oil Co. of California
San Francisco, Calif.

[EDITOR'S NOTE: Triple spot stories ran May 26 page 31, June 23 page 31 and Sept. 15 page 38]

Is Tv He, She or It?

EDITOR:

We are presently running a slogan contest and one of the entrants had an interesting question to ask of us. His slogan read, "WJRT, The King of Television." He then went on to say, "Or, 'the Queen' of Television. What gender is a television station?"

So I ask you now, what gender is a television station?

Donn Shelton
Promotion Manager
WJRT (TV) Flint, Mich.

[EDITOR'S NOTE: Obviously neuter. Sex before 10 p.m. is too controversial.]

'Shelf-Talker' Echo

EDITOR:

Could you please send us 500 reprints of page 86 of the Nov. 17, 1958, issue. The particular article that we are interested in is the one about Lowell Jack of KMAN here in Manhattan, and his use of the Radio-Tv Merchandiser.

Our interest in this article is that we are the exclusive radio and tv distributors for the 11BLR-RT, Radio-Tv Merchandisers, in the United States.

As you are probably aware, this is a fairly new item on the market. Our plans at the present are to give these Merchandisers a trial run at a few stations in this area and then hit the national markets on a large scale in the near future.

Jack Landon
Landon & Landon Productions Inc.
P.O. Box 950
Manhattan, Kan.

[EDITOR'S NOTE: Story described new "shelf-talker" machine used by KMAN for store merchandising which ties on-air spots with in-store promotion. Radio-Tv Merchandiser is manufactured by Armstrong-Templemann Co., Abilene, Kan.]

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BROADCASTING• TELECASTING

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*Reg. U. S. Patent Office

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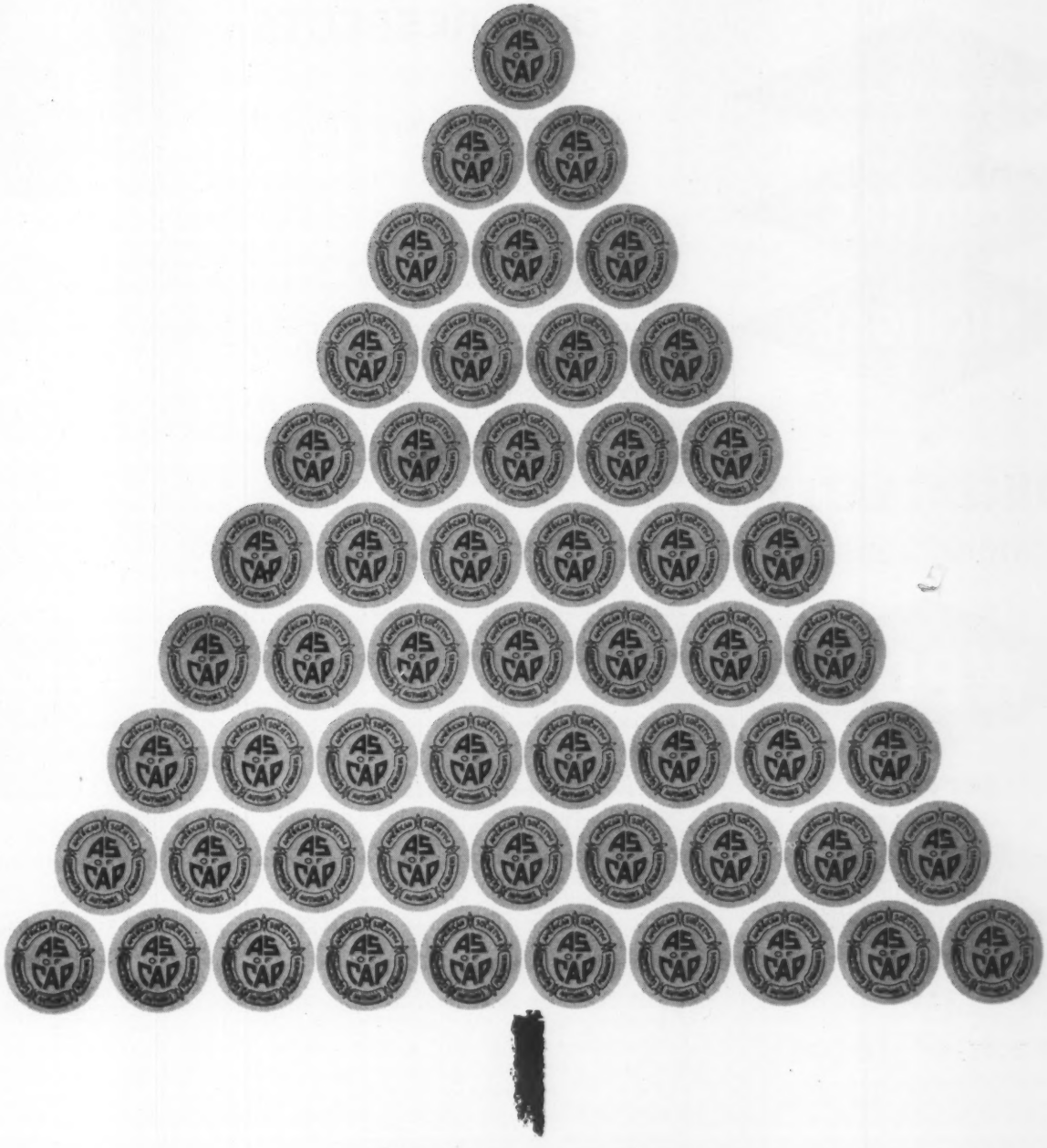


Season's Greetings

to all our friends in the entertainment world and best wishes for a Happy and Prosperous New Year

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

Sell The ENTIRE
DETROIT METROPOLITAN
MARKET by including

Oakland County
PONTIAC
MICHIGAN

A
CONCENTRATED
MICHIGAN AUDIENCE

WPON
serving
A
Billion Dollar
Market

1st
IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

CONTACT
VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS
music news sports

OUR RESPECTS

to Joseph Thomas Connolly

THE cutbacks in CBS Radio's programming to stations can't chip Joe Connolly's rock-like outlook: to the general manager of WCAU Philadelphia, radio is a medium of unlimited sales and programming potential.

This is not an unusual viewpoint. Mr. Connolly's thoughts about radio have been shaped through fat and lean years, from the period of ascendancy and triumph to the tougher years of tv's impact and up to the role radio now occupies—as he describes it, "a 'companion' medium of tv and as a service."

He winces at the term "juke box radio." It's a misnomer for music and news stations. "People want popular music, good showmanship and entertainment," he notes. As for radio networking, he says, "At WCAU we always believe in it as giving stations the things the stations are unable to do themselves. Such programming as music festivals, the Philharmonic and documentaries are better done by a network and its facilities." And, he reminds, WCAU tries to program locally, relying on its strength in local programming and personalities—"We are great exponents of integration, network and local. One can help or complement the other."

Looking up from his desk covered by a large white sheet of paper with small red and white bars (WCAU's new schedule showing CBS Radio's block programming), Mr. Connolly expounds: "A station can build a great image of community service, and over the long period of time, this pays off."

It's inevitable that a talk with Mr. Connolly will land on programming because this facet and sales are the areas in which he now concentrates. "I am a salesman at heart," he smiles. "As for programming it is something you cannot escape. It is the backbone of our business; without it we have nothing to sell."

Joseph Thomas Connolly is a native of the City of Brotherly Love. He was born in Philadelphia March 10, 1912, attended elementary schools there, graduated from West Catholic High School and left the U. of Villanova in 1933 after three years of study in commerce and finance. Faced with the depression, Mr. Connolly entered into the entertainment business. Newly-assigned by Fox Theatres to manage a local theatre in 1934, Mr. Connolly "had a go for about nine months showing British quality pictures," and while the film house had quality, "we found we had an artistic success but a financial failure." It was back to Fox in 1935 and involvement with a local radio station: WFIL, which was created by amalgamation of WFI and WLIT, previously share-time stations.

HIS "go" with radio then has endured 23 years and is as strong as ever. During the time, Mr. Connolly has done "just about everything in the broadcast business except engineering." He was assistant news editor, then director of news, advertising, special events, promotion and publicity at WFIL. He started with WCAU in April 1940 as director of advertising, sales, promotion and special events. After a Navy hitch in the war (he's a commander in the U. S. Naval Reserve), he set up a personnel department at WCAU, took over his old job of news editor and head of special events, then got into programming and later into sales (program director in 1946, vice president in charge of radio programs a year later and 1953-56 added supervision of national sales). He was elected vice president in charge of WCAU in 1956, the title changing to general manager of the station when CBS purchased the WCAU properties last summer.

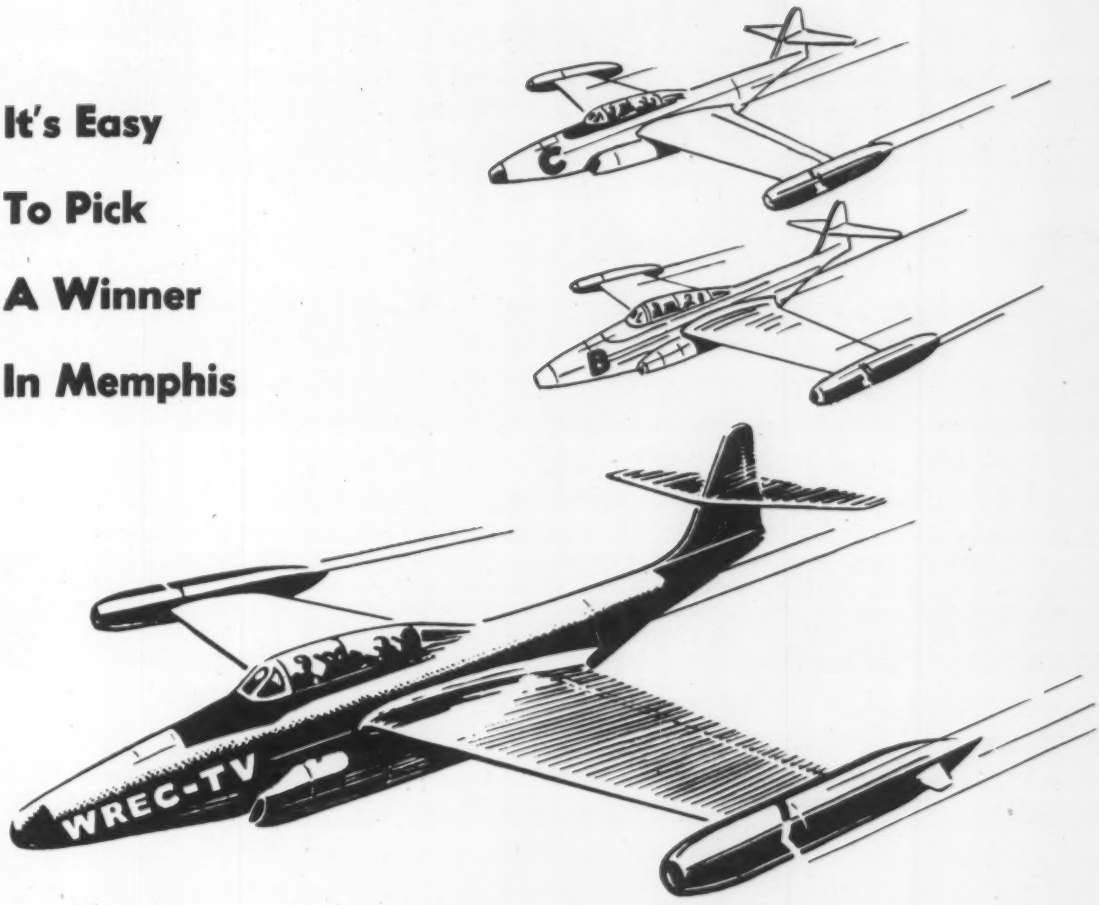
Mr. Connolly, who is fond of his locale, in 1941 married his secretary of a year, Mary Louise Maloney, a Philadelphia product and daughter of Andrew J. Maloney, president of Philadelphia & Reading Coal & Iron Co.

Mr. Connolly is an avid traveler. A few years ago he covered 37 states and parts of Canada for Broadcast Music Inc. and in Puerto Rico served as a "one man clinic." Mostly his talks centered on the need for imagination in programming.

For the past seven or eight years, the Connollys have spent winter vacation in the Caribbean, most of the time in Jamaica. He's a "voracious" reader, his tastes leaning toward study of American history. In the outdoor season, golf beckons as his "great escape." He shoots in the high 80s but modestly modifies this to: "or the low 90s." The Connollys live in Devon, Pa., a suburb 17 miles out of Philadelphia and near Valley Forge. Their children are J. Thomas Jr., 14, and Andrew Jerome, 7.

He served as president of the Pennsylvania Assn. of Broadcasters 1955-56; is a member of the board of Children's Cruise & Playground Society, member of the Poor Richard Club, St. David's Golf Club, Broadcast Pioneers and the Navy League of the U. S. At present, he is a commanding officer of a naval reserve unit.

It's Easy To Pick A Winner In Memphis



It's Channel 3 First By All Surveys

In Memphis they say "There's more to see on Channel 3." That's because more people enjoy WREC-TV's combination of superior local programming and the great shows of the CBS Television network. It's the right combination for your advertising message. See your Katz man soon.

Here are the latest Memphis Surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. May '58 (Metro Area)	Pulse May '58 (Metro Area)	Nielsen Sept. 7-Oct. 4 (Station Area)
WREC-TV	**201**	**240**	**279**
Sta. B	122	93	35
Sta. C	53	47	63

WREC-TV
Channel 3 Memphis

CBS TELEVISION

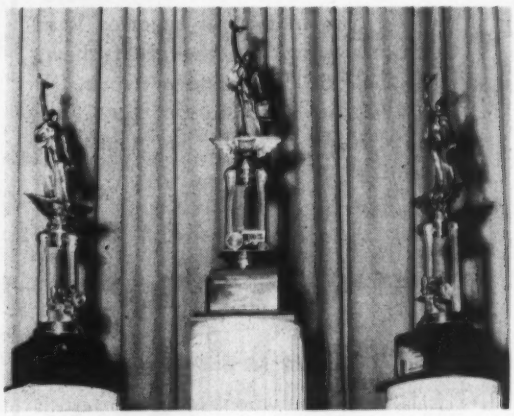
Represented Nationally by the Katz Agency

WSB Farm Director Roy McMillan clasps trophy presented for Ga. Farm Bureau Federation by A & P's Harold Jackson (R). J. P. Duncan, Jr., (L) is Federation president.

Farm Service Award again goes to Atlanta's WSB Radio

For three of the four years it has been offered, the Georgia Farm Bureau Federation trophy has gone to WSB Radio. The 1958 award was made in recognition of the station's "outstanding service to Georgia agriculture"

Up-to-the-minute market reports, specialized news and information are the backbone of WSB Radio's farm programming. Georgia's farm families show their appreciation by making WSB their most listened-to radio station.



50,000 watts of service to Southern farmers

WSB RADIO

The Voice of the South–ATLANTA

Affiliated with The Atlanta Journal-Constitution. NBC affiliate. Represented by Edw. Petry & Co.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 25 December 22, 1958

SPOT RADIO'S BLUE CHIPS IN 1958

- **Radio Advertising Bureau lists first estimates in years**
- **21 firms crowd 'top 15' category; 51 spend total $78 million**
- **General Motors' $5.4 million is tops, leading Ford, Reynolds**

The burgeoning business of broadcasting is being given a keen new tool today (Dec. 22) to measure its range and vitality. The Radio Advertising Bureau is releasing the first rundown on radio's leading spot spenders to be compiled and issued in recent years. The estimates are for the entire current year.

The list shows that 51 companies accounted for approximately $78 million in spot radio expenditures in 1958.

General Motors, followed by Ford and Reynolds Tobacco, topped the list. General Motors spent $5.4 million, Ford $5 million and Reynolds $4.7 million in the spot radio category, according to RAB's figures.

A total of 21 accounts made up the "top 15," counting those that tied with one another. From General Motors' $5.4 million the group ranged down to $1.4 million for Plough Inc.

In addition to these, RAB listed 30 other leaders with their estimated expenditure in spot radio to bring the list up to 51. In this group the spending ranged, according to RAB estimates, from $1.2 million (P. Lorillard) down to $650,000 (Ballantine Beer, General Mills and Hamm Brewing Co.).

RAB said its figures represented "firsts" on two scores—first spot radio dollar figures compiled by an industry trade association and first media expenditure totals to be issued on a net rather than a gross basis. Most such figures, it was pointed out, are computed at the highest one-time rate and therefore are exaggerated in comparison with what the advertiser actually pays after frequency and other discounts.

The bureau stressed that its list (below) should not be regarded as *the* "top 51" in spot radio. Officials said these are the leading accounts and that the 21 which figure in the "top 15" probably are the top spot radio spenders, ranked in order, but that the others do not necessarily rank in the order shown by RAB.

RAB authorities noted that because their figures "are based on a large but not complete sample . . . they may omit sizeable accounts, particularly large regionals."

The RAB estimates also were based on third-quarter figures, which showed the leading category to be foods, followed by gasolines and tobaccos.

RAB held out the hope that in future reports, "as the size of the sample increases, it will be possible . . . to put more and more of the RAB information on a dollar basis like the figures being released . . . for spending by leading clients."

"Of major significance," said RAB President Kevin B. Sweeney, "is the amount of money being expended in spot radio by the leaders. Until now the question of just how much the giants were investing in spot radio was a mystery concealed by the difficulty of measuring a medium which comprises over 3,300 stations—though far fewer than that number are nationally used for any single campaign."

RAB officials noted that some accounts are spending $90,000 a week or more in spot radio and said this is equal to the cost of a major nighttime half-hour tv show.

✓ CHECKLIST OF THIS YEAR'S ELITE IN RADIO SPOT

Rank	Company	RAB-estimated 1958 spot radio expenditures
1.	GENERAL MOTORS	$5,400,000
2.	FORD MOTOR	5,000,000
3.	R.J. REYNOLDS TOBACCO	4,700,000
4.	AMERICAN TOBACCO	4,600,000
5.	LIGGETT & MYERS	2,700,000
6.	TEXAS CO.	2,600,000
7.	CHRYSLER CORP.	2,300,000
8.	SINCLAIR OIL	2,200,000
9.	THOMAS LEEMING & CO.	2,000,000
10.	LEVER BROS.	1,900,000
	STANDARD BRANDS	1,900,000
12.	ANHEUSER-BUSCH INC.	1,800,000
	CARLING BREWING CO.	1,800,000
14.	BRISTOL-MYERS	1,700,000
	FELS & CO.	1,700,000
	SHELL OIL	1,700,000
17.	CONTINENTAL BAKING	1,600,000
	STERLING DRUG	1,600,000
19.	BENEFICIAL FINANCE	1,500,000
	B.C. REMEDY CO.	1,500,000
21.	PLOUGH INC.	1,400,000
22.	P. LORILLARD	1,200,000
	STANDARD OIL CO. (N.J.)	1,200,000
24.	ALEMITE DIV. OF STEWART-WARNER	1,100,000
	BEST FOODS	1,100,000
	CITIES SERVICE	1,100,000
	MILES LABORATORIES	1,100,000
	NORTHWEST ORIENT AIRLINES	1,100,000
29.	AMERICAN AIRLINES	1,000,000
	GULF OIL CORP.	1,000,000
	METROPOLITAN LIFE INS. CO.	1,000,000
	QUAKER OATS CO.	1,000,000
33.	TETLEY TEA	960,000
34.	AMERICAN HOME PRODS	925,000
35.	HOUSEHOLD FINANCE	900,000
	JOSEPH SCHLITZ BREWING	900,000
37.	CAMPBELL SOUP	840,000
38.	NATIONAL CARBON (DIV. OF UNION CARBIDE)	800,000
39.	ASSOCIATED SEPIAN PRODUCTS	780,000
	LIEBMANN BREWERIES	780,000
41.	COLGATE-PALMOLIVE	750,000
	REVLON INC.	750,000
43.	SUN OIL CO.	730,000
44.	ROBERT HALL CLOTHES	725,000
45.	FALSTAFF BREWING	720,000
46.	BEECH-NUT LIFE SAVERS	715,000
47.	SEABOARD FINANCE	700,000
48.	P. BALLANTINE & SONS	650,000
	GENERAL MILLS	650,000
	THEO. HAMM BREWING	650,000
	TRANS WORLD AIRLINES	650,000

NOTE 1: Figures shown here are totals for the company named, including all of its brands and divisions. The figures are for the calendar year 1958 as estimated by RAB based on its surveys during the year with additional validating cross-checks for accuracy. The figures are "net," meaning they represent estimates of actual expenditure rather than overly high "gross" figures.

NOTE 2: Other large spot radio accounts equal in billings to some of those listed here, particularly regionals, may be omitted. Reason: the RAB sample, after only three surveys is not large enough to insure that all accounts are being fully reported.

NOTE 3: Rankings through the 21st position were specified by RAB. No. 22 through No. 48 were ranked by BROADCASTING based on RAB's alphabetical listing of those companies under the $1.4 million figure.

10% MANUFACTURERS EXCISE TAX EXTENDED TO CO-OP ADVERTISING

- **Internal Revenue Service taps $2 billion annual billings**
- **Industry groups apprehensive about future of co-op funds**

The $2 billion annual billing for co-op advertising has been dealt a stiff punch by the tax collector.

Effective Feb. 1, the U.S. Internal Revenue Service will apply the 10% manufacturers' excise tax to money allotted by appliance makers and others to local sales outlets for jointly financed advertising.

The impact? Few manufacturers apprised of the IRS ruling are ready to guess its effect on their advertising programs this soon.

But a number of industry associations and groups are taking a dismal look at the future of co-op advertising, fearing the decision will tend to discourage this all-media bonanza.

Television Bureau of Advertising was unhappy, noting co-op advertising in tv was approaching $275 million a year; in 1957 it was estimated at $268.3 million.

Norman E. (Pete) Cash, TvB president, said: "As America emerges from what could be a serious depression, no restrictions should be placed on the sales of goods by manufacturers for a negligible return to the government. The government could get substantially more in revenue through whatever means manufacturers might use to move goods, depending on their marketing requirements."

A spokesman for Radio Advertising Bureau estimated that co-op advertising on radio in 1958 will run around $130 million.

Assn. of National Advertisers, representing a heavy segment of major national buyers of media, said: "ANA regrets that the bureau has seen fit to finalize these regulations inasmuch as some advertisers have said that this ruling might tend to reduce the volume of their cooperative advertising efforts."

The $2 billion co-op estimate was made by the *Co-Operative Advertising Newsletter*, published in New York. The letter said newspapers get the heaviest share of co-op money.

Last week's IRS decision came as manufacturers were starting to show increasing interest in television co-op advertising, according to the letter, with videotape regarded by many major corporations as a development that will whet the interest of local department stores in co-op promotion on tv instead of newspapers.

These commodities are subject to a 10% federal excise tax (less on some products) at the factory: Radio and tv sets, phonographs, phonograph records, refrigerators, washers, sporting goods, photographic equipment, some automotive items, musical instruments, business machines, lighters, pens and pencils.

Therefore manufacturers must pay a tax on money they allot to joint co-op advertising by local sales outlets. In other words, a manufacturer selling a tv set to a local outlet for $100, conditioned on a matching $5 advertising expense, has in the past been paying a 10% tax on $95. Under the new rule the 10% tax must be paid on $100.

The government now has decided to impose what the Federal Excise Tax Council describes as a tax on advertising.

Electronic Industries Assn. had not made any comment late last week but it had opposed the new rule when it was proposed last March.

EIA found one bright spot. The new rule does not make the tax retroactive. In other words, the 10% advertising levy will not be imposed on past advertising expenditures. A retroactive clause would have involved vast bookkeeping forays and many millions of dollars in back taxes.

The significance of co-op advertising was described in these terms by one executive:

DU PONT'S TELEVISION SUCCESS: GOODWILL

The bigger splash of monthly 90-minute drama specials is putting more "good" into the goodwill tv advertising program of E. I. du Pont de Nemours & Co.—at a lower cost-per-thousand, too.

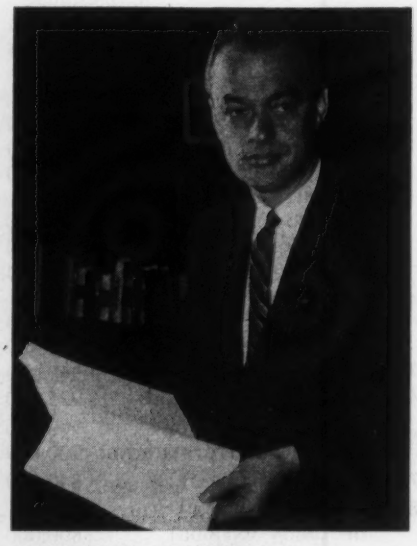
This is the report of Charles Crowley, du Pont tv advertising manager, while in Hollywood a fortnight ago at Universal-International studios to film commercials for the company's *Show of the Month* on CBS-TV.

The $2.5 million annual investment in the program is paying big dividends in two directions, he said. The cost-conscious corporate management is well satisfied with the way the series is accomplishing its goodwill function while the viewing public's attitude toward du Pont is becoming more favorable as program exposure grows.

Mr. Crowley said this is significant since 96% of du Pont's 2,000 products are not consumer items. Although du Pont collectively is a significant industrial entity, each of the 12 product divisions finds itself functioning in a fiercely competitive market and has a separate advertising department (radio-tv are used heavily here in direct product selling). Indirectly, the CBS-TV institutional series opens customer doors for du Pont salesmen of non-consumer lines and is helping to put the du Pont label on the consumer products of other manufacturers using du Pont materials in their manufacture, he said.

Du Pont made a public opinion survey in the summer of 1957 before the CBS-TV series began (prior to that it had sponsored a half-hour tv version of its older radio *Cavalcade* series). Neither the interviewers nor the public knew du Pont was interested in the survey in any way. After the eighth monthly special, the same people were re-interviewed. The result?

"We discovered that the ones who had watched the programs had a more favorable attitude toward du Pont than they held before the series began and the improvement was in direct proportion to the number of shows they had seen," Mr. Crowley said. He added that viewer regard for certain activities of the company, such as basic research work described as "probing into the secrets of nature," showed improvement in direct ratio to the number of commercials on that theme which they had watched. "Subsequent surveys have confirmed these findings," he said.



DU PONT'S CROWLEY: *People must know you to like you.*

Why did du Pont choose the 90-minute drama special? Mr. Crowley said it permits adaption of well-known or original plays in a vehicle of stature "which usually dominates the evening in which it is presented." Name plays and name performers command significant publicity space in newspaper columns, he added. David Susskind is producer.

Occasional hazard: a swashbuckling version of "Count of Monte Cristo" slotted 7:30-9 p.m. to capture the younger audience got "clobbered" by fan loyalty to the regular weekly westerns *Sugarfoot* and *Wyatt Earp*.

Mr. Crowley capsules his enthusiasm in two dozen words. "People must know you before they can like you. Television has been outstandingly successful for du Pont in getting people to know us and to like us."

"Co-op advertising is the part of an iceberg below the water."

An example: A manufacturer has a $1 million annual billing in its own national advertising. But the firm allots another $5 million to co-op advertising by local sales outlets that match this money.

This means that local media received $10 million in co-op advertising from this manufacturer and his sales outlets, compared to the $1 million spent for national media.

The $5 million factory fund will now be subject to a 10% excise tax.

At a summer IRS hearing, one witness said that nine out of 10 lines of appliance advertising that appears in newspapers originates in co-op money.

There is no administrative appeal from the IRS ruling, which was published in the Dec. 16 *Federal Register*, the government's official record of such new rulings and changes.

An individual taxpayer, however, can refuse to pay the tax or pay it under protest and then seek relief from the courts. And there's always Congress.

The IRS decision (TD 6340, Part 330) follows up a notice of proposed rulemaking issued last March 22.

The co-op situation has been muddled for many years. IRS bureaus around the nation have had no formal policy on application or exclusion of co-op advertising funds from the excise tax. Some have allowed the deduction; some haven't. A little over two years ago IRS became worried about the matter. It got panicky over the thought that a lot of firms not getting co-op tax exemption might decide to claim refunds. This would have been a bureaucratic mess.

The result: A new, tough policy that many advertising men figure will cost the government money in the end if co-op accounts dwindle, advertising declines and a corresponding decline takes place in retail sales.

Retail Conferees in Chicago Will Hear How to Make Ads Pay

John Caples, BBDO, and Dr. Burleigh B. Gardner, head of Social Research Inc., are among speakers scheduled to address the seventh annual Retail Advertising Conference in Chicago Jan. 17-18.

Further agenda of the two-day conference will be released as arrangements are finalized.

Mr. Caples will discuss "Making Advertisements Pay" and Dr. Gardner "Developments in Motivational Research." The agenda includes William Bond, advertising manager of J. L. Hudson Co., Detroit department store, and Dr. Herbert True, vice president for creative planning, Institute of Visual Research Inc.

The conference, slated for the Palmer House, is held annually for media representatives, advertising agency personnel, retailers, their suppliers and others. It is cosponsored by Budd Gore and Ralph Heineman, two Chicago retail advertising specialists.

BLOCKBUSTER RATINGS ASSAILED

Drop the known rating week and return the rating evaluation to a station's continuing performance throughout the year.

This stand comes from two broadcast advertising executives: group station owner Mitchell Wolfson and Gene Accas, Grey Adv. associate media director, speakers last Tuesday (Dec. 16) on "Hypoed Ratings" at a New York Radio & Television Executives Society's timebuying and selling seminar.

(Mr. Wolfson and Sidney Meyer are associated with the Wolfson-Meyer station group ownership of WTVJ [TV] Miami, more than 70% of WLOS-AM-TV Asheville, N. C., and 20% of WFGA-TV Jacksonville, Fla.)

ACCAS & WOLFSON: *Let's bust the blockbuster wide open.*

Crux of each speaker's viewpoint:

Mr. Wolfson—Rating surveys reflect the viewing preferences of diary holders during the week the rating is taken but "the abnormalities inherent in the known-week rating book due to program and promotion 'loading' does not give the purchaser any valid indication of viewing habits and the programs which are watched on a habitual basis, week-in and week-out."

Mr. Accas—Advertisers normally do not buy one period or one-week schedules but with a long-range delivery in sight, a vision obscured or blinded by artificial inflation on a temporary basis of a station's audience. Hypoed ratings mislead the advertiser, confuse the agency and delude the station. Said he: the hypoed rating represents "misrepresentation like 'watered stock' or station 'falsies' (see sidebar box). The four-week rating is only a partial answer."

In his talk, Mr. Wolfson called on the broadcast industry for "concerted action" to end the known-week survey, noting that WTVJ has discarded the known-week rating report and stresses "continuous daily good programming, and not . . . gimmicks, hypoed ads and once-a-month promotions" as the "true measure of a tv station's acceptance by the community."

The advertiser, said Mr. Wolfson and Mr. Accas agreed, is interested primarily in the average rating a program or spot will receive over a 13, 26 or 52-time schedule but cannot learn this "with the highest degree of accuracy from a known-week rating survey." Efforts by rating services to correct the situation have not been taking place at a rapid enough pace, in the opinion of Mr. Wolfson, who noted also that WTVJ found that when every station in a market heavily promotes for "rating week" no one gains except the competitive media.

WTVJ, he said, asked NAB at last spring's convention to throw its weight behind the abolition of known rating weeks.

Other chief points contained in Mr. Wolfson's view of rating weeks: some things even rating services cannot measure insofar as they affect community acceptance. He emphasized "imaginative Sunday afternoon programming," and programming for specialized minority audiences and warned any "articulate, discriminating, loyal following" often can enhance the station's reputation in contrast to another "shoot 'em up" show, cautioning "failure of our industry to recognize this will mean governmental action far more critical than even the present investigation of rating services."

Mr. Accas said a four-week rating is only a partial answer to a problem of inflated ratings, noting that in a multi-station market it is not unusual for the "No. 1 station" shifting to a lesser share of an audience because of such programming over a short period of time of top-titled feature films, a local sports event or other matter of local interest. He spoke of still other areas, recalling Kenyon & Eckhardt vice president-research director Bud Sherak's advice to the timebuying seminar of the previous week [ADVERTISERS & AGENCIES, Dec. 15] that total area ratings instead of metropolitan area ratings ought to be used (he pointed to the so-called "hyphenated market areas" such as Tacoma-Seattle).

The networks can hypo ratings of a station in a given market, said Mr. Accas, who spoke of an agency recommending to a client that repeats of a filmed show be fed in "black" weeks—a "misguided" effort, added Mr. Accas. He suggested shares be used where applicable since these should be a better indication of audience than a particular rating of an individual period of time. "Comparability" and "trending" are important, he said, urging that placements (particularly in spot) be long term.

Needed at the agency level are "facts and judgment," Mr. Accas said, suggesting that perhaps spot tv people ought to spend more "time, research and inquisitiveness" in purchases, factors which, he said, go into a network sale or buy. His platform: some degree of "penetrating questions" in buying (or selling) spot tv than in network tv; more "sophistication" in the treatment of station or program or schedule performance and "discard the one-week rating."

GARDNER-P&P: $33 MILLION UNION

It's full steam ahead for Gardner Advertising Co. come New Year's Day—the result of a merger with New York's Paris & Peart and additional billings of about $10 million.

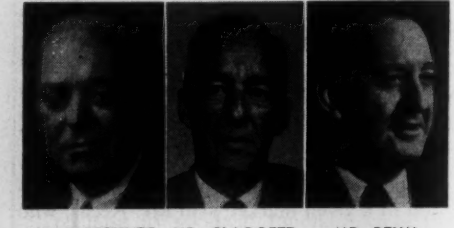
The St. Louis-based agency, with current billings of approximately $23 million, about half in radio-tv, confidently expects to hit the $35 million mark in 1959, ranking among the top 30 in total billing. Gardner was 29th among the country's top 50 radio-tv agencies this past year.

Under plans being announced today (Dec. 22), Charles E. Claggett, Gardner president, continues in that post and John A. H. Rehm, head of Paris & Peart, becomes vice chairman of the board of the new agency, which retains the Gardner name. Mr. Rehm will serve as chief executive officer of Gardner's New York office and Elmer Marshutz remains as board chairman.

It'll be status quo for Roland Martini as Gardner vice president and executive radio-television director in New York and for Al Chance as manager of its Hollywood office. Moreover, no other executive changes are planned, with officers of both agencies retaining their present positions. For the time being, too, the staffs of both companies will continue on their current client assignments.

Among Paris & Peart executives slated to continue in their present positions are W. F. James, executive vice president; G. M. Cleland, senior vice president; W. F. Byrne and G. R. Gibson, vice presidents; Donald C. Porteous, vice president and radio-tv director, and Weymouth M. Symmes, media director.

The merger is being negotiated by Ira Rubel & Co., management-accounting counsellors, largely through transfers of stock, amounts undisclosed. It means a new organization of about 365 employes (250



MR. MARSHUTZ MR. CLAGGETT MR. REHM

for Gardner in St. Louis, New York and Hollywood and 115 for Paris & Peart in New York). It's planned now to maintain New York office space both at present Gardner quarters in the Time-Life Bldg. and the P&P address at 370 Lexington Ave.

The merger was hailed by Messrs. Claggett and Rehm as an opportunity for the expanded Gardner agency to realize "a strength in depth comparable to any agency in the nation" and the consolidation of top creative and executive advertising personnel, plus a solid client roster. The action will "make possible even finer advertiser service for the clients of both agencies and increased opportunities for the personnel of the two companies," according to their joint statement.

Together, Gardner and Paris & Peart will claim about 45 clients, with an average longevity in both agencies of over a dozen years. Among their combined accounts: Anheuser-Busch (Busch Bavarian beer), Great Atlantic & Pacific Tea Co., Grove Labs Div. of Bristol-Myers, KSD-AM-TV St. Louis, Monsanto Chemical Co., Music Corp. of America and MCA-TV, No-Cal Corp. (beverages), Pet Milk Co., Ralston Purina, Sarra Inc., Remington Rand Div. of Sperry Rand Corp., Procter & Gamble.

Billings have gone from $12 million to nearly $24 million since 1948 for Gardner, one of the oldest agencies in the country. The past two years Gardner also has cracked the top 30 agencies in terms of radio-tv billings, ranking 29th in both 1957 and 1958. Paris & Peart, established 31 years ago, has more than doubled its billings to over $10 million since 1953 and serves some 20 clients.

North to Amalgamate With New York Agency

The urge to merge also has infected broadcast-oriented North Adv. Inc. Effective Jan. 5, 1959, the Chicago-based agency will combine with Alfred J. Silverstein, Bert Goldsmith Inc., New York, taking on additional billings of approximately $4 million and retaining the North name with a new soft goods accent.

Under details being announced today (Dec. 22), Bert Goldsmith, president of the New York agency, becomes board chairman, while Don P. Nathanson, and Cyrus H. Nathan, president and executive vice president of North respectively, continue in their present positions, two vice presidents of Silverstein-Goldsmith, Harvey A. Robbins and Lewis Nemerson, retain those posts with the new North.

Bruce M. Dodge, North vice president, will continue to supervise radio-tv activities of the expanded agency in New York, with headquarters at 16 E. 40th St. North's Manhattan office, heretofore primarily a radio-tv service and production office, rounds out its depth with the addition of S-G's print and merchandising experience. Mr. Goldsmith will headquarter in New York. Total staff is expected to number about 150.

The merger is expected to place North in the $15 million billings bracket and, aside from providing full services in both New York and Chicago plus production activity in Beverly Hills, involves these additional new clients from the S-G stable:

Botany Brands (clothes); F. Jacobson & Sons (Jayson shirts); Excello Shirt Co.; Haspel Bros.; Marvella Pearls Inc.; Sheffield Watch; Wamsutta Mills Inc.; Pacific Mills Domestic Corp.; McCampbell Fabrics; Woolmark Inc.; Bates Shoe Co.; Men's Tie Foundation; Swirl Inc. (ties); Allen Industries (carpets); America Elite Inc. (high fidelity, am-fm radio equipment); Dunlee Co. (baby pants); Aetna Steel Products Corp. and its subsidiary Arnot-Jamestown Div. (office furniture).

North Adv., with about 76% of its $11.2 million billings in broadcast media, is currently servicing such accounts as the Toni Co.; Gillette Labs; Jewel Food Stores; Pilsner Brewing Co. (P.O.C. beer); Schiffli & Pfaelzer Bros. and Englander Co.—most of them active in spot radio and tv this past year. The agency also is identified with several network properties, including sports and daytime tv programs for the Gillette Co.'s Toni and Gillette Lab Divs.

Now observing the third anniversary of its founding by Mr. Nathanson, North easily cracked the top 50 radio-tv agencies in 1956 with combined broadcast billings—of $9 million (ranking 30th), in 1957 with $11 million (No. 28) and again in 1958 with $8.4 million (for 36th).

Weiss Wants to Acquire New York, Calif. Firms

Desire only to acquire—no plan to merge.

Those were key words with Edward H. Weiss & Co., Chicago-based agency in the $13 million-plus billing bracket, as it looked to greener fields last week. Personally involved in Weiss' planned expansion was the future of Edmund J. Johnstone, who resigned as executive vice president of Dowd, Redfield & Johnstone in the wake of Revlon Inc.'s $1 million account defection [AT DEADLINE, Dec. 15, 8].

Weiss' intention to expand was outlined briefly by its president in an employes' memo Monday (Dec. 15), reporting the agency had engaged Robert Durham & Assoc., agency management consultant, to seek agency availabilities.

The Durham organization has been specifically hired by Weiss "to analyze the New York and California opportunities for our agency expansion, as well as increased and better service for our clients having a definite need for service on both coasts."

Mr. Weiss emphasized in his memo that "we will only acquire; our plan is not to merge, but only to buy one or more agencies as needed.

"There are real opportunities in these areas and I will keep you informed if and when we are able to consummate an acquisition. But as of today no commitments or acquisitions have been made by us."

Specifically, the agency president said, that meant Calkins & Holden, with which he had held some discussions. Paul Smith, C&H president, denied talk of a "merger" but admitted he had discussions with Mr. Weiss. The latter also revealed he had talked "acquisition" with other agencies but declined to identify them.

Mr. Weiss pointed out "we have only a client service or token office in New York," which would be greatly expanded by any acquisition. The Weiss firm also needs representation on the West Coast. (Among Weiss west coast clients are Purex Corp. for Blue Dutch cleanser and its subsidiary Manhattan Soap Co. for Sweetheart and Protex Deodorant soaps and Blu-White Beads. The bulk of its accounts are Chicago-headquartered. Weiss maintains service representation in Hollywood.)

It's in New York (460 Park Ave.), how-

ever, that Mr. Johnstone promises to figure in the event Weiss is successful in negotiating another agency purchase. Mr. Weiss told BROADCASTING that he had discussed a top-level position with Mr. Johnstone and that the latter figured very much in future Weiss New York expansion plans.

Edward H. Weiss & Co. reported combined radio-tv billings of $5.7 for 1958, or about 43% of all billings, leaning heavily on spot radio-tv the last half of the year. It's long been heavy in television—and until mid-1958 strong on network activity.

Two Richards Divisions in L. A. Consolidated Under Parent Name

The Los Angeles office of the Harris-Harlan-Wood Div. of Fletcher D. Richards Inc. and the office of the Raymond R. Morgan Div. of the same agency, also in Los Angeles, have merged into a single operation. The name is Fletcher D. Richards Inc.

Robert C. Temple, vice president who has headed the Morgan operation is in charge of the Los Angeles office, formerly the Morgan Div. headquarters, at 6233 Hollywood Blvd. James O. Thompson, former manager of the H-H-W Div. L.A. office, has joined Mr. Temple as vice president and senior account executive.

In San Francisco, the agency name continues as the Harris-Harlan-Wood Div. of Fletcher D. Richards, with Parker Wood continuing as vice president and manager of the office at 58 Sutter St. Porter Anderson, who becomes a vice president of Richards, continues to headquarter at the S.F. office.

The consolidation was announced by King Harris, executive vice president for Richards' west coast operation. Ridge L. Harlan continues as vice president and creative director for Richards on the Pacific Coast.

Revlon Moves Three Accounts

Revlon Inc. has re-assigned three of the four products yanked out of Dowd, Redfield & Johnstone Inc. two weeks ago [AT DEADLINE, Dec. 5]. Going to C. J. LaRoche & Co.—a Revlon agency—an estimated $750,000 billing on Baby Silicare, Highgloss and Sun Bath. Still to be assigned: Thin Down weight reducing pills. Revlon indicated last week there was "no rush" about reassigning this product inasmuch as Thin Down advertising is seasonal—usually in spring and summertime.

Merger Proposal Dropped

The bottom has fallen out of the proposed merger of R. J. Reynolds Tobacco Co. of Winston-Salem, N. C., and Warner-Lambert Pharmaceutical Co. of Morris Plains, N. J. Officials of both companies explained it was not possible to reach agreement on "certain aspects." Merger talks had been underway since August and earlier this fall had seemed to be close to agreement [ADVERTISERS & AGENCIES, Oct. 13]. The formal and "amicable" severance was announced Dec. 12.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 126,085,000 people in the U.S. over 12 years of age during the week Dec. 5-11. This is how they spent their time:

73.7%	(92,925,000) spent	2,153.1 million hours†	WATCHING TELEVISION
57.1%	(71,995,000) spent	1,009.5 million hours	LISTENING TO RADIO
79.5%	(100,238,000) spent	414.4 million hours	READING NEWSPAPERS
32.7%	(41,230,000) spent	216.7 million hours	READING MAGAZINES
21.8%	(27,487,000) spent	348.9 million hours	WATCHING MOVIES ON TV
15.3%	(19,230,000) spent	76.3 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.
* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Dec. 1, Sindlinger data shows: (1) 112,743,000 people over 12 years of age have access to tv (89.4% of the people in that age group); (2) 43,693,000 households with tv; (3) 48,184,000 tv sets in use in U.S.

TOP MCCANN-ERICKSON SHUFFLE

Management control and ownership have passed from the founders of McCann-Erickson to the staff in an "orderly progression" over the past 15 years.

Marion Harper Jr., president of McCann-Erickson, thus described in a memorandum to the agency's offices in the U.S. and abroad last week what has happened and what is going on in ownership at the agency.

In short, after a half century of activity with the agency, Harrison K. McCann, cofounder, was elected honorary chairman and retired as board chairman and member of the finance committee; Mr. Harper, continuing as president, was elected to succeed Mr. McCann as board chairman; Henry Q. Hawes, also a founder and a longtime associate of Mr. McCann, retired as a director and member of the finance committee; Robert E. Healy, executive vice president, was elected to the new post of vice chairman of the board, and Wilbert G. Stilson, another M-E executive vice president, elected chairman of the operations committee.

MR. HARPER

While these changes were made final "upstairs" (at an annual meeting of the M-E board Dec. 15), in another and unrelated area at the agency, a pact was closed with former NBC Chairman Sylvester L. (Pat) Weaver Jr. for his services as a "consultant on special television projects" [ADVERTISERS & AGENCIES, Dec. 15].

Mr. Weaver, according to McCann-Erickson, will receive "specific assignments" from the president's office (Mr. Harper) and will work on the projects' development with the agency's programming division. Mr. Weaver in a formal statement said he was attracted by the "diversified audience requirements" of the agency's many clients, and by the "innovating spirit of the agency."

From C. Terence Clyne, a McCann-Erickson vice president who heads tv activities and who negotiated with Mr. Weaver: He was "delighted" with the agency's management action in "readily" approving the recommendation to hire Mr. Weaver. He indicated Mr. Weaver will work with Thomas McAvity, the agency's director of "home office" tv programming (New York), and George Haight, who heads tv programming on the West Coast. Both are vice presidents.

Apparently the M-E contract with Mr. Weaver precludes him from acting directly with an agency on a similar consultancy basis but Weaver associates quickly pointed out that he will continue to be in contact with Young & Rubicam (Kaiser account—Mr. Weaver is consultant for Kaiser Industries), with Norman, Craig & Kummel (Willys Motors, Kaiser subsidiary), and with other advertisers and agencies in offering program properties for sale.

Mr. Harper's memorandum said last week's board decisions "completed a series of actions initiated by Mr. McCann over the past 15 years, in which management control and ownership have passed in an orderly progression from the founders to the staff." The sequence:

Adoption of the first employe benefit plan in 1943; employe stock plan with equity stock issued to qualifying employes in 1946; election of Mr. McCann as board chairman and Mr. Harper as president and

chief executive officer in 1948; creation of a second employe benefit plan in 1953; options granted on founders' voting stock to employes' benefit plans; withdrawal of founders from operations and replacement of the executive committee by a finance committee and operations committee in 1954; purchase of the first voting stock by employes' benefit plans in 1956, and, this year, withdrawal of the founders from company management with passing of the majority control to the employes' benefit plans plus purchase of the founders' equity stock by the company.

Mr. Harper said, "We have reached a notable milestone. The founders have now totally entrusted the company to the staff.

"In contrast to what commonly happens in the transfer of founders' ownership in many businesses—none of the original financial interest in McCann-Erickson has passed outside the company.

"It can be literally said, therefore, that McCann-Erickson is owned by its employes. To the best of our knowledge, this is the first time that ownership of any sizable agency has been vested with its employes and the trustees of their interests."

H. K. McCann Co. was formed in 1912 and A. W. Erickson Co. in 1901 (Mr. Erickson is deceased) and the present McCann-Erickson Inc., now billing in the $200 million-plus bracket, was formed in 1930. Other co-founders both deceased: Harrison Atwood and Ralph W. St. Hill.

NOT ALL BLACK

Radio and tv stations—trying hard to fill the gap left in newspaperless New York—gave up in one area last week. They had to face facts: You can't wrap your garbage in a radio or tv signal.

This failing proved a boon to New York paper merchants, one of whom reported sales of paper bags to line garbage pails up 50%. Another beneficiary of the newspaper strike was the sanitation department, which reported collections from the city's litter baskets down 25%.

RADIO-TV STEPS UP TEMPO AS N. Y. PRESS BOGS DOWN

- **Broadcasters successfully convert to public needs**
- **Full schedules, however, prevent extra ad revenues**

The broadcasting fraternity in New York last week pulled off a major public relations coup by coming to the aid of many an advertiser who only a short time ago expressed reluctance to abandon the newspaper media.

As New Yorkers girded themselves to spend a third newspaperless week, radio and tv stations in the metropolitan market's seven urban and suburban counties rushed to help hardpressed merchants whose Yuletide ad messages were muted by what seemed to be a prolonged and deadlocked strike between the publishers of nine New York dailies and the 4,500-man union of newspaper & mail deliverers called by only 37% of the membership which had "bothered" to show at the strike call.

Ironically, had the New York stations wished to cash in on the huge pie of advertising revenue defaulted by the newspapers, they could at best take only small nibbles. The reasons: (1) most commercial radio-tv stations were so crowded with orders already taken before the strike, that to take on new clients would have forced them into triple, if not quadruple, spotting; (2) department stores, which ordinarily place most of their ad budgets in newspapers, were generally unwilling to try out a relatively-untried medium in such costly proportions, preferring to ride out the pre-Yuletide shopping wave.

(In fact, their reticence to spend much money in radio-tv led one department store executive to remark last week that "we really don't have to do much advertising now" and that his store's "wait-and-see" attitude might even save the store money in that it would not have to make sales to account for a newspaper budget. He quickly admitted, however, that his company would be "hurt badly" by abstaining from radio-tv were the strike to enter the New Year. For after Jan. 1 the stores launch their famous "white sales." People, this executive noted, "don't rush down to a sale if they don't know it's going on. . . .")

Should the strike last through this coming week, it will have cost the publishers a conservative $17 million in advertising revenue, publishing sources pointed out last week. In the week just passed some $8 million were lost—this estimate being based on 1957 New York newspaper ad expenditures during this same seven-day period when 3,790,000 ad lines brought in $7.6 million. (Last Sunday's *New York Times* [Dec. 14], had it appeared, would by tradition have been that paper's largest issue of the year, accounting for at least $1 million in lost ad revenues. On Dec. 15, 1957, all nine papers together racked up close to 1.4 million ad lines worth $2.7 million.)

While estimates of lost newspaper revenue were easy to come by, no regular newspaper advertiser affected by the strike and spot-checked by BROADCASTING would divulge the amount re-allocated to radio-tv. Nor would station executives comment on the amount (in dollar terms) of business they stood to gain. Adopting a brotherly attitude, one station official said: "We don't like to crow at a time like this . . . what's more, it's too early to tell what'll happen before this strike is settled."

Sales Hold Up • Happily for the larger New York retail outlets, general sales are holding their own, although deprivation of the newspaper space has caused an across-the-board sales dip of 5-8%—a direct result of lack of phone and direct mail orders. Store buyers, too, are finding that the "specials" each store crammed into its bins prior to the strike as a "come-on" are being passed up by a buying public left generally uninformed of these promotional items and that, consequently, a post-season inventory will reveal further losses.

The largest of these department stores—H. Macy & Co., Gimbel Bros., Stern's. Abraham & Straus, Alexander's, and even such higher-priced outlets as B. Altman's—all are turning to expanded broadcast schedules. Most had been steady station clients before the newspaper blackout, thus could be more easily accommodated than those new to the stations. Among these: the carriage trade's Plummer Ltd. (glassware and fine gifts) marks a return to broadcasting after many years, also the medium-high priced men's apparel chain of Browning King.

But for even the smaller merchants there was some hope. Last Monday night (Dec. 15), WMCA "as a public service" replaced the sustaining *Voice of New York* program (8:05-8:30 p.m.) with a 25-minute long *Shopping Guide* strike series, containing nothing but commercials from various local advertisers. Station President Nathan Straus, writing the publishers, promised that upon resumption of newspaper publication, WMCA would take the revenues derived from *Shopping Guide* and use them in newspapers to promote *Voice of New York*.

Yet, in this seller's market, a warning was voiced by an executive of Television Bureau of Advertising. Contacted by a number of advertisers new to the media, Howard P. Abrahams, TvB vice president in charge of retail sales, cautioned them against rushing helter-skelter into tv lest they get "burned, thereby judging ill of us." He pointed out that "many of these stores have no knowledge of the medium at all. They make brutal mistakes in treating their tv commercials . . . and in this way don't get all the impact the medium provides."

Many of the more experienced merchandisers, knowing this aforehand, had studied retailing trends in other cities struck by newspapers (Boston, Detroit, Philadelphia) and restricted their commercials to institutional selling or, as in the case of Stern's and A&S, used the air to give their phone numbers and Yuletide shopping hours only. Said an A&S executive: "You cannot truly describe a department store's range of products in just 30 seconds." TvB confirming this, said last week: "Those who rely on doing a good store-image job (rather than depending upon the constant hypodermic of item promotion) are telling us they're doing very well. . . ."

Doing especially well (some as high as 15% better) are the suburban branches of New York's major emporiums; while downtown merchants may view this funneling

WMAR-TV SUCCESS STORY. . . .

Kluge, Finkelstein & Company · *Food Brokers*

2419 St. Paul Street
Baltimore 18, Maryland
Telephone: BElmont 5-8378

November 28, 1958
(Dictated 11/26/58)

Mr. Tony Picha
Promotion & Publicity Mgr.
WMAR-TV
Sun Square
Baltimore 1, Maryland

Re: 24/2 oz. SPATINI SPAGHETTI SAUCE MIX (dry)

Dear Tony:

I normally would not write you regarding the subject of this letter until the schedule had run its course for the obvious reasons. However, I thought you should know right here and now of the phenomenal sales results we have gotten ever since we started our 5-day a week spot schedule here in Baltimore on behalf of SPATINI.

If you recall, we had all the corporate and local chain distribution, as well as 80% of jobbing trade when we started this campaign. As of right now, we have 100% distribution in this latter group. This definitely means that the independent retail distribution must be greatly improved. Our over-all business has increased two-and-a-half times on the average with all our customers - all within a short period of 60 days.

The major point that I am trying to get across to you is that this is pretty phenomenal when you consider that we have two new major competitors introducing their product during this same period, plus the other two that have been here. I firmly believe that our success with SPATINI is attributed to the schedule we have with your station.

I also wish to thank you for the extra sales promotion and cooperation you have given my company in conjunction with this local program.

Sincerely yours,

KLUGE, FINKELSTEIN & COMPANY

David Bond
Sales Manager

DB:d

SUNPAPERS TELEVISION
BALTIMORE 3, MARYLAND PHONE MU. 5-5670
NATIONAL REPRESENTATIVE THE KATZ AGENCY

WMAR-TV 2
channel

season's greetings from all of us to all of you

Earl Abrams
Angie Bardo
Frank Beatty
Dave Berlin
Daniel Boone
Jay Chittenden
Harold Clemens
John Cosgrove
Nick Cosmopulos
Jeanne Cowan
Peggy Cowles
Judy Crosby
Jack Cook
Jim Dann
Norman Darlington
Jim Dingle
Edwards
Fitzgerald
Dave Gardner

Frank Gentile
Dave Glickman
Gladys Hall
Christine Hanagarnes
Chuck Harpold
John Hanner
Bill Hix
Harold Hopping, Jr.
Mary Catherine Hurley
Ed Jones
Dixie Kelly
Barbara Kelso
Jack Lang
Eleanor Manning
Bill Merrill
John Mullaney
Warren Middleton
Ira Miller
Bob Nevin
James Montgomery

Dawson Nail
Mel Ostlinger
John Osborn
Marilyn Peiser
Bruce Robertson
Myron Scholnick
Eleanor Sikodi
Diane Schwartz
Ben Sell
Ed Sellers
Harry Stevens
Virginia Strieker
Betty Tetzlaff
Larry Tetzlaff
Bo Tosh
Jim Thomas
Duncan Traringer
Don West
Burton Weston
Milton Wolf
Ed Tetzlaff

Broadcasting

off of business with dismay, Macy's, for one, is happy to see its White Plains store taking on customers who only last month clogged its Herald Square switchboards with calls. (To insure this flow, Macy's is buying time on suburban WFAS White Plains; so are other Westchester County branches and A&S is using WHLI Hempstead, L.I.)

Supermarkets In, Too • While department store ad executives were flocking to stations, so were their contemporaries in the supermarket field. Reported to be the heaviest spender of them all: the Greater Atlantic & Pacific Tea Co. (A&P), via Paris & Peart, almost tripled its normal use of radio-tv. Runners-up: Grand Union and H. C. Bohack Co., a 185-unit local chain. Still undecided at midweek whether to increase their normal rate of broadcast advertising: the 273-unit Associated Food Stores Cooperative, the 150-unit Key Store chain, the 80-unit Dilbert's Quality Supermarket chain, the 73-unit Daitch-Shop-Well group and the 18 Gristede Quality stores. One chain's advertising manager said last week that "some increase" would "surely" have to be made, but punctuated this prediction with this laconic observation: "People will have to eat and they'll have to shop to eat—specials or no specials."

Not half so certain of people's habits in times of news blackouts was the New York brokerage house of Harris, Upham & Co., which wrote for itself a minor success story on WCBS last week. Buying a five-minute stock quotation strip on the station at 6:55-7 p.m., HU, aware that its announcer could only reel off the top 75 listings, asked listeners to call its number downtown if their stock was unquoted. The first program brought in 375 calls; the second, 1,200.

Even less certain of people's needs were the film companies, theatre owners and producers. Although steeling themselves against the influx of tourists and vacationing students, the exhibitors always have had to take second place to the retail outlets at Christmas time. But were it not for radio-tv, their box-office slump (normal this time of year) would have resembled a nosedive.

Though Broadway producers often have turned to radio-tv as a means of salvaging foundering plays, last week marked one of the rare occasions when successful producers used broadcasting as a means of announcing new plays and favorable notices. Most outstanding example: almost-broadcaster Roger L. Stevens [STATIONS, Dec. 15, 8] and his Playwrights Co., which not only took numerous spots to promote the recently-opened Elmer Rice Play, "Cue for Passion," but bought a half-hour program the night it raised the curtain on "The Gazebo" to hail the reviews. Even off-Broadway producers, hard-pressed for funds, managed to scrape together enough cash to give the uptown houses a run for their money.

Television channels, deprived of their accustomed "tune-in" ads in the papers' radio-tv listings, bought time, in some cases, on radio stations rivaling their own sister outlets. Typical was NBC-TV which instructed Grey Adv. to purchase spots on such indies as WINS and WMCA to plug Hallmark's *Christmas Tree* spectacular before its Dec. 14 airtime. WCBS-TV, aware that the 40% increase in magazine newstand sales might hurt its *Late Show!* audience count, instructed McCann-Erickson to buy time on the station's competitors, alerting viewers to WCBS-TV's latest run of MGM features.

STANDING in front of an exhibit of Advertising Research Foundation publications are pictured Paul E. J. Gerhold (l), vice president, media-research, of Foote, Cone & Belding, and Norman Heller of Dancer-Fitzgerald-Sample Inc. The occasion was the Dec. 11 ARF Eighth Annual Business Meeting [ADVERTISERS & AGENCIES, Dec. 15].

Ingrid Premiere Unnoticed • Still, the heaviest spenders in the entertainment category were such film companies as 20th Century-Fox, Paramount, United Artists, Columbia, Loew's and RKO circuits and independent "art houses." 20th, whose multi-million-dollar Ingrid Bergman film, "Inn of the Sixth Happiness," opened virtually unnoticed amidst the strike, blitzed New Yorkers with spots directing them to the Paramount and Plaza theatres; it vowed not to repeat this costly post-mortem by assigning all ad appropriations originally assigned to newspapers for the New York opening of "Rally 'Round the Flag, Boys" to saturation radio-tv spot, thereby got its chance to prove that broadcasting alone could do the job.

Monroe Greenthal & Co., agency for a number of Broadway film palaces, quickly turned to $20,000 worth of spot to announce the premiere of Paramount's new Jerry Lewis comedy, "Geisha Boy," even used broadcast-media to promote a sure-winner, "South Seas Adventure" spectacle. Charles Schlaiffer & Co., agency for United Artists Corp.-owned Plaza and Victoria Theatres, spent all UA appropriations for "Separate Tables" (opening this week) in radio-tv, did the same for Columbia's new "Seventh Voyage of Sinbad" which bowed Wednesday at the Roxy. Donahue & Coe, agency for the Rank Organization Ltd.'s "A Night to Remember" which also opened last week but on a two-a-day, reserved seat basis, tried a novel trick; it scrapped its initial announcements, prevailed upon the *Times* to let it use critic Bosley Crowther's rave review of "Night" in lieu of previously-written copy. It worked; the Criterion was playing to SRO audiences. D&C also tossed $30,000 into promoting this week's opening at the Capitol of Paramount's new Yul Brynner-Charlton Heston movie, "The Buccaneer," using 500 radio, 150 tv announcements.

Even New York's staid Metropolitan Opera Co., whose only exposure to radio is limited to CBS Radio's Texaco-sponsored broadcasts Saturday afternoons, paid for the privilege of telling New Yorkers about the week's bill.

Unsellable Sold • So hot was New York's station sellers' market that some outlets found backers for programs they never believed could be sold in time. Notable among these: WCBS-TV which had planned to carry, sustaining, the co-op CBS-TV-fed Holiday Bowl grid game between unheralded Arizona State and Northeast Oklahoma this past weekend, sold 50% to General Cigar (White Owl) via Young & Rubicam, which also took out spot on other New York outlets such as WABC-TV. Some national spot advertisers, who only a few weeks ago had "locked up" their winter schedules, turned to tv at the expense of print. Among them: North American-Philips Co. (Norelco electric shavers) through C. J. LaRoche.

How long will the boomlet last? Just as reports of station revenue were hard to come by, so were the guesses as to the length of this sudden prosperity. Certainly, if the strike should run past New Year's and into the white sales, the stations may expect more money to come their way by default.

But, TvB's Abrahams warned last week, the challenge is squarely on the shoulders of station managers to sell harder than before, strike or no strike. While stores can "learn a moral" from their current plight by in the future "not placing so many advertising eggs in one basket," Mr. Abrahams said, so can stations. "If the stores would just spend 15% of this newspaper money in tv as a regular diet . . . thus being in good shape throughout the year . . . reaping bonuses during strike situations," it's up to the stations to do the final persuading. They should, he said, drive home the importance of their being around, not as a crutch in times of need, but as channels of unimpeded communication. Added an official of Radio Advertising Bureau: "Amen."

EWRR Makes Changes

Erwin Wasey, Ruthrauff & Ryan Inc. shifted market and media research departments to new expanded quarters in Los Angeles, Dec. 17. Some 14 members of research department moved to offices at 5212 Wilshire Blvd., according to Roger Johnson, v.p. in charge of media and research. Agency retains its same headquarters mailing address (5045 Wilshire Blvd.) and telephone number (Webster 1-1211). Market research is under supervision of Robert Davis and and media research under Robert Huss.

...is "in good hands" with television as sales grow

Television has been able to give Sears, Roebuck & Co.'s Allstate Insurance Companies a distinct plus in two vital areas of its sales strategy. One is the ability to demonstrate with visual and emotional impact intangibles such as the firm's reputation for quick settlement of claims as well as the peace of mind which the policyholder enjoys from owning Allstate insurance. The other is the prestige and personal confidence to be shared between the Allstate agent and the customer.

The vehicle is CBS-TV's live drama series, *Playhouse 90*, aired each Thursday 9:30-11 p.m. Allstate shares participating sponsorship with American Gas Assn. and Kimberly-Clark.

Robert E. Gorman, Allstate assistant vice president and director of advertising, notes that the prestige of such a series and the emergence of a corporate image are paralleled by substantial gains in sales, the number of policy-holders and total assets. Written premiums reached $313,168,000 by the end of 1957 and sales the first half of 1958 ran 20% ahead of the same period the previous year. To the degree that any single advertising medium may be singled out for spurring public acceptance of Allstate, CBS-TV's *Playhouse 90* reaps a considerable share of the credit. The company's satisfaction with the dramatic series is best reflected in its renewal for the current 1958-59 season.

Mr. Gorman relates, "We were obviously interested in getting additional impact from our advertising. From the standpoint of prestige and the corporate image, we felt we could use television to tell our story. We wanted a show that had a very good track record—across country—and good coverage."

Allstate's previous experience with broadcast media was sporadic and limited. In 1956 it bought 15-minute pre-game adjacencies around National Collegiate Athletic Assn. football on NBC-TV, and earlier it sponsored a sports review with Bill Stern and Mel Allen on ABC. It also has used Army-Navy football and pre- and post-game World Series broadcasts on MBS.

The *Playhouse 90* series is part of what Mr. Gorman calls Allstate's "main line" national advertising. The company's regional offices also sponsor syndicated film properties such as *Highway Patrol* and *Harbor Patrol* for 13 or 26 week runs in select markets plus tv spot campaigns. Six zone advertising managers maintain their own regional advertising budgets and coordinate their activities with the national program. This gives Allstate "extra flexibility to localize advertising." For example, Pacific Coast regional offices currently are sponsoring Edward R. Murrow's news report over a regional network of CBS Radio.

Recommendations on advertising by representatives in 29 regional offices are funneled through six zone offices and approved at the national level. Allstate maintains 203 district service offices, 1,140 sales service locations in the U.S. and Canada.

Allstate is reluctant to reveal its national media expenditures or its investment in *Playhouse 90* (estimated weekly costs: $100,000), but trade guesses place its budget at about $5 million, with perhaps $2.5 million in the network series. Allstate also uses national magazines and supplements as well as newspapers on a local basis under its zone-region setup.

Organized in 1931 by Sears, Roebuck & Co. as a wholly-owned subsidiary, Allstate Insurance Companies offer automobile and truck, homeowners, fire, liability and theft insurance. With the formation of another subsidiary (Allstate Life Insurance Co.) in March 1957, it moved into that field, recording its initial sales in Illinois the following September. Now it is operating in 42 states and the District of Columbia. Allstate entered the accident-sickness-hospitalization field last August with sales now in Texas, Oklahoma, Indiana and Kentucky. It hopes to be in all states and Canada by October 1959.

Today, Allstate is perhaps the fastest-growing insurance enterprise of its kind in the nation, with over 4.5 million policies in force. It had assets of $423,894,000 and estimated net profit (after taxes) of $10,235,000 as of Dec. 31, 1957. Allstate is competing for the No. 1 spot in auto insurance, which accounts for the major portion of its business.

What of measurable results from the tv series? Allstate has researched its tv investment thoroughly, apart from mere audience ratings. It has found enthusiastic response from its agents and favorable reaction from policyholders. Similar studies have been conducted by Allstate's agency, Leo Burnett Co. From policyholders came one salient fact: they identified *Playhouse 90* with Allstate and indicated tv was instrumental in their buying decision.

Largely responsible for creating this image is Allstate's approach in its commercials—the use of animation (featuring a "friendly duck" and cartoon character) and a straight presentation from announcer Ed Reimers who emphasizes the speed with which Allstate settles all claims. Each presentation features the slogan: "You're in good hands with Allstate."

Says Mr. Gorman: "Mr. Reimers is a personal reflection of our agents." And the agents swear by *Playhouse 90*. They feel the program is effective in bringing them prospects, either in retail stores where policies are sold right over the counter, or in their offices. The program also serves to keep present policyholders happy, they claim.

"Use of animation (the duck) seems to be a cute way of telling the story in a light vein. Insurance can be a deadly subject unless handled properly on television," Mr. Gorman says. An example of telling the story, he pointed out, was the Hurricane Audrey tragedy in Louisiana and Ft. Pierce, Fla., in early 1958. Allstate moved "emergency teams" into the areas and helped its agents settle claims fast—91% of them within two weeks—facts all duly recounted in one of the Allstate commercials.

The Burnett agency landed the Allstate account (fire and casualty lines) in early 1957 and last August inherited the new life insurance and accident-sickness-hospitalization business. Account supervisor is Dewitt L. Jones. "Television," he says, "gives Allstate the opportunity to show what actually happens to a policyholder when he makes his claim. We make use of actual testimonials around which we weave the Allstate story." The important thing is that the commercials show how the company settles claims quickly and satisfies policyholders." Some commercials are videotaped for the *Playhouse 90* series.

At Allstate headquarters in Skokie, Ill.

PERSONAL *touch of agent-customer confidence at Allstate's 1,140 sales service centers is enhanced by the prestige and impact of CBS-TV* Playhouse 90 *sponsorship.*

◄ *Allstate assistant vice president and advertising director is Robert E. Gorman. He joined firm in 1954. Allstate companies have 13,700 employes, stem from Sears, Roebuck & Co. venture into auto insurance in 1931.*

(suburban Chicago), even President Judson B. Branch takes personal interest in the advertising program. On his desk are two plaques reading, "Are you here with a solution or are you part of the problem?" and "There is no limit to the good a man can do if he doesn't care who gets the credit." Mr. Branch agrees *Playhouse 90* and tv appear to have been solutions to a problem, with everyone involved from program to agent sharing in the credit.

Whan Iowa Study Finds Indifference to Tv Color

There isn't likely to be any "great boom" in color tv set sales among Iowa families in the near future. But Cornhusker citizens value out-of-home listening in their car radios.

These are two conclusions drawn in the 1958 Iowa radio-tv audience survey prepared by Kansas State College and made public by Dr. Forest L. Whan during closing sessions of the National Assn. of Tv & Radio Farm Directors convention in Chicago [TRADE ASSNS., Dec. 8]. Dr. Whan heads up KSC's radio-tv policy committee. The study was the 21st of a series on listening and viewing patterns.

The survey included 9,236 personal interviews in that many different Iowa homes and the use of diaries for each radio and tv set in 1,415 homes selected at random last March-April.

On the basis of comparing 1956 and 1958 studies, many more Iowans have seen tv programs on color sets than two years ago. A survey of 5,095 adults in a Des Moines television area study, this year showed that 27.9% had seen color tv shows.

Adults in the Des Moines tv area study were asked: "Does your family expect to buy a color tv set within the next 12 months?" Among the 4,619 respondents, only 1.4% of all monochrome tv set owners gave an affirmative answer (as compared with 17.5% of some 7,794 respondents in 1956 who indicated they would "when available").

Dr. Whan describes the comparative 1956-58 findings as "revealing," pointing out that: the price of color tv sets has come down, quite a bit of promotion of color tv has been seen, all but one of the stations in the area have equipped themselves to transmit color programs, and the number of adult Iowans who have seen programs in color has nearly doubled.

Other survey findings:

√ 97.7% of all Iowa homes and 98.3% of all farm homes in the state (higher than the percentage for either urban or village) have one or more radios; 57.4% of all radio homes have portable radio sets and 18.1% battery-operated units.

√ There's been a continued upsurge in ownership of auto radios, with 68.6% of all families in the state (compared with 48.9% in 1950) and 74.6% of all auto-owning families (as against 58.1% in 1950) reporting ownership of radio-equipped cars. (Some automobile families—7.2%—even own two or more car radios.)

√ Among all adults interviewed in both radio and non-radio homes, there were "favorite radio stations" for news (89.1%), farm news (48.9%), market reports (44.5%), and sports (48.2%).

√ Tv has expanded tremendously in Iowa the past eight years—91% of all people questioned own at least one tv set; 5.1% have two or more; 0.4% three or more, and 0.6% own color units.

The survey also included data on urban vs. rural use of tv receivers; composition of the available farm, radio audience by weekdays and weekends and classified as to urban, village and farm; and homes tuned to radio—urban vs. rural. Similar study on the Iowa Radio Audience was released by Dr. Whan at last year's NATRFD convention [TRADE ASSNS., Dec. 9, 1957].

Auto Dealers Ahead Of Stores on Local Tv

A new chapter in Television Bureau of Advertising's continuing auto tv story: automobile dealers top all retailers in the use of local tv. Coming up strong: food stores and markets, department stores and clothing stores.

An indication of local auto dealer strength in television was given in TvB's presentation before advertiser and agency executives in Detroit early this month when TvB reported 83% of tv stations carried local new car dealer advertising [ADVERTISERS & AGENCIES, Dec. 8].

Said TvB last week: automobile dealers held a dominant lead in the third quarter of this year as they did in that period a year ago; food stores and markets' use of local tv increased (in numbers) by 21%; department stores jumped from fifth to third (79% increase) and clothing stores went up from sixth to fourth with a 68% rise.

The TvB report is based on data of broadcast advertisers reports which tabulated the number of stores and dealers using local tv in 11 identical markets monitored in the third quarter of 1957 and 1958. Markets covered in TvB's analysis: Atlanta, Baltimore, Chicago, Detroit, Los Angeles, Milwaukee, Minneapolis, New York, Philadelphia, Pittsburgh, and Washington, D.C.

Here are the retailers which placed in the top five ranking in the third quarter of this year: autos, 123 in 1957, the same in 1958; foods, 68 in 1957, 82 in 1958; department stores, 29 in 1957, 52 in 1958; clothing, 28 in 1957, 47 in 1958; furniture, 34 in 1957, 36 in 1958.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

SOUP SPOT • Campbell Soup Co., Camden, N.J., will launch campaign in about 40 major radio markets starting in middle of January and running through February as part of "Soup 'n Crackers" theme to be repeated this year. Spot adds to schedules on CBS Radio and messages in all three network tv shows Campbell sponsors (*Lassie, Donna Reed Show* and *Peter Lind Hayes Show*). Idea for promotion: retailers tie in any brand of crackers they wish with Campbell soups (particularly tomato and chicken noodle varieties). BBDO, N.Y., is Campbell's agency.

BUTTRESSING GODFREY • Series of radio-tv spots is being scheduled for mid-January through mid-March by Sealy franchised plants and dealers to complement mattress company's quarter-hour segments on Arthur Godfrey's CBS Radio show, starting Jan. 6. Schedule represents combination of timebuys by dealers, plants and parent Sealy Inc. in several markets. J. Walter Thompson Co., Sealy agency, has prepared animated films and radio spots for local station use, but is not actually placing time.

TWO-WEEK TALLY • New and renewed business of $1.7 million gross signed in first two weeks of December was reported last week by ABC Radio. Fifty-two-week advertisers include Colgate-Palmolive Co., New York, through John W. Shaw Adv., Chicago, for *News Around the World* (Mon.-Fri., 8-8:15 a.m.); R. J. Reynolds Tobacco Co., Winston-Salem, N.C., through William Esty Co., and Glenbrooke Labs Div., Sterling Drug Inc., through Brown & Butcher, all N.Y., for various weekend news broadcasts and for *Sunshine Boys* (Mon.-Fri., 12:15-12:20 p.m.) respectively.

GIANTS HALVED, QUARTERED • American Tobacco Co. (Dual Filter Tareyton cigarettes) will sponsor one quarter of San Francisco Giants' games next year over KSFO San Francisco and Golden West network. Falstaff Brewing Corp. and J. A. Folger & Co. (coffee) have renewed sponsorship of one half and one quarter of games, respectively. KSFO will carry all home and away Giants' games plus indeterminate number of exhibition contests. Agencies: American Tobacco, Lawrence C. Gumbinner; Falstaff, Dancer-Fitzgerald-Sample; Folger, Harris Harland & Wood.

SPORTING CIGARETTES • Liggett & Myers Tobbacco Co. (L&M cigarettes) and Mercury Div. of Ford Motor Co. will co-sponsor NBC-TV's Pro Bowl football game telecast on Jan. 11 from Los Angeles Coliseum.

L&M with Carling Brewing Co. also has signed for sponsorship of Aug. 14 Professional Champions vs. College Allstars football game on ABC-TV. Agencies: Dancer-Fitzgerald-Sample for L&M; Kenyon & Eckhardt for Mercury; Lang, Fisher & Stashower Inc. for Carling.

OLDS FOR BING'S TOURNEY • Oldsmobile Div. of General Motors Corp., through D. P. Brother & Co., Detroit, will sponsor ABC-TV's coverage of 18th annual Bing Crosby Golf Tournament, finals Jan. 18 (5:30-7 p.m.).

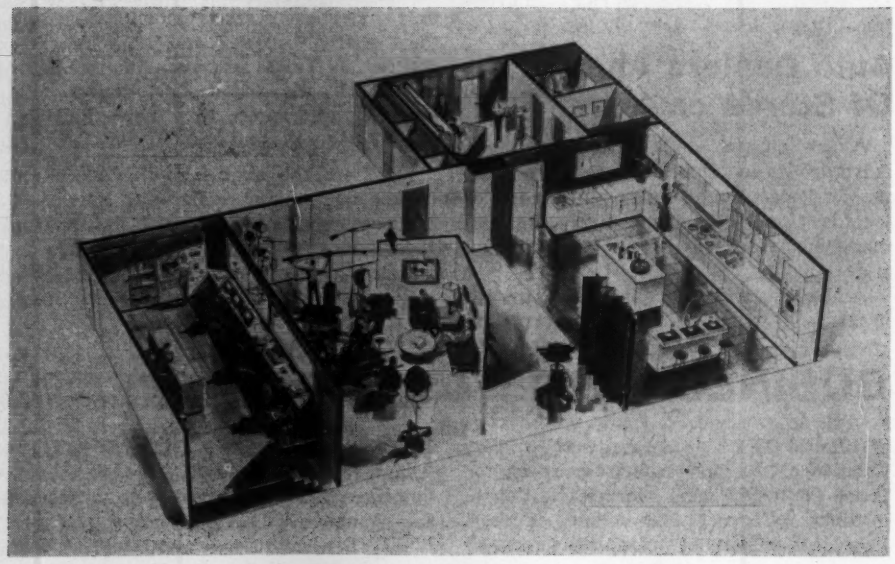
PAIR BRANDED • Liggett & Myers Tobacco Co., N.Y., through McCann-Erickson there, will sponsor *The D. A.'s Man* series on NBC-TV (Sat. 10:30-11 p.m.), starting Jan. 3 on behalf of Chesterfield cigarettes and *Black Saddle* series on NBC-TV (Sat. 9-9:30 p.m.), starting Jan. 10 for

Oasis filter cigarettes.

TOBACCO TIME • P. Lorillard Co. on Feb. 15 starts sponsoring *Richard Diamond, Private Detective*, on CBS-TV at 10-10:30 p.m. Sundays (succeeding *Keep Talking*), through Lennen & Newell, N.Y. Series is produced by David Heilweil for Four Star Films. Second Four Star program has been bought by second cigarette company, Liggett & Myers Tobacco Co. through McCann-Erickson. Program, *Black Saddle*, starts on NBC-TV probably in mid-January although no definite time period has been set. William Morris Agency is sales representative for all Four Star tv packages.

MENNEN TO CIMARRON • Mennen Co. will sponsor 13 episodes of *Cimarron City* on every-other-week basis over NBC-TV, Sat. 9:30-10:30 p.m., for Mennen's products for men. McCann-Erickson, N.Y., is agency.

HOW SSC&B WILL TEST TV ON THE PREMISES



Tv is climbing in stature at Sullivan, Stauffer, Colwell & Bayles. Next month, workmen will begin construction of a fully-equipped tv studio at a cost of $100,000 on the 11th floor in a new gold-tinted aluminum skyscraper at 575 Lexington Ave. in New York. The installation at SSC&B headquarters is slated for completion next spring.

SSC&B's facility will be used primarily for the testing and preparation of commercials, live and film, which later will be produced at an outside studio.

As depicted in the artist's cut-away conception, the studio will be self-contained to include equipment and a test kitchen.

The plan (left to right) contains the control room (full sound equipment, monitor and master control panel for closed circuit feeds to all SSC&B conference rooms). Adjacent is the studio itself (a Kay Lab live tv camera and a 16 mm. single system auricon film camera).

The experimental kitchen can be used as a unit independent or as part of the studio. Next to the kitchen and in the base of the "L" design, the plan calls for two dressing rooms, storage space for props and an office foyer. Measurements roughly are 48 ft. long and 21 ft. wide, with an additional 12x12 ft. "L".

Two professional technicians will be assigned to the studio to operate it fulltime. Others will be agency staffers. The operation will be under the general supervision of Thomas F. Vietor Jr., vice president and supervisor of radio-tv production at the agency.

Responsible for the installation are Michael Saphier Assoc., New York, architects, and Visual Electronics Corp., New York. SSC&B moved into its new quarters earlier this year and recently announced plans for the studio [ADVERTISERS & AGENCIES, Nov. 10].

Neither color nor videotape is planned for the facility though the equipment can be modified easily for color and tape can be installed—"the basic structure can be adapted to anything," the agency says. Tape is out for the present because SSC&B production people want to wait until the "rules" (costs of facilities and technicians, etc.) are laid down. Other tape drawbacks: animation is not possible (and SSC&B has need for it in its commercials) and troubles in "super" techniques (moving superimposition is not possible).

What SSC&B expects from the studio: savings in time and money and a better job for the tv client. With the operation, the agency will be able to get the faults out of commercials before they are parceled to the "outside," to audition talent and to experiment with new production techniques.

Since many of SSC&B's clients are food advertisers, the test kitchen will permit the agency's production staff to study before the camera the appearance of foods in various phases of preparation.

YEARENDERS • Kellogg Co., Battle Creek, Mich., through Leo Burnett Co., Chicago, and Lever Bros. Co., New York, through J. Walter Thompson Co., New York, have signed to sponsor *Years of Crisis: 1949-1959*, CBS News' 10th annual yearend analysis, over CBS-TV on Sunday (Dec. 28) from 10-11 p.m. Another special CBS-TV public affairs program, *Where We Stand II*, analysis of relative strengths of U.S. and Soviet Union, will be sponsored by American Safety Razor Co., N. Y., through Kenyon & Eckhardt there, on Jan. 4 (4-5 p.m.).

INSTANT COLD SPOT • Sugar Hollow Ltd., N.Y., testing radio locally for new instant dissolving cold water laundering agent, CKC. Tv spots to start in January with expansion to other markets planned. Jamian Adv., N.Y., is agency.

BAKERY UNDECIDED • Continental Baking Co. (Wonder, Profile breads, Hostess cakes), N.Y., has made no firm decision to renew its 52-week radio schedules in over 100 markets, but must do so before Dec. 28, when new contract is due to start. Ted Bates & Co., Continental's agency, has already renewed small number of Negro market stations.

SUNBEAM OVER TWIN CITIES • Sunbeam Corp. is conducting six-week merchandising campaign for its electric appliance line in Minneapolis, with NTA's *George Jessel Show* telecasts on KMSP (TV) there as chief advertising vehicle. If successful, plan may be extended to other markets throughout country. Perrin-Paus Co., Chicago, is Sunbeam agency.

FAT WAX ORDER • Continental Wax Corp., Mt. Vernon, N. Y., has launched 21-day drive in its 40 radio-tv markets, bolstering spot schedules to tell housewives to "wax now for the holidays." Product is Six Month floor wax. Agency: Product Services, N. Y.

RADIO FOR WHITE SALE • Cannon Mills, Kannapolis, N.C., understood to be launching spot radio campaign next month in undetermined number of markets throughout country to promote "January White Sales" of towels, bedspreads, sheets and other products. Agency: N.W. Ayer & Son, Philadelphia.

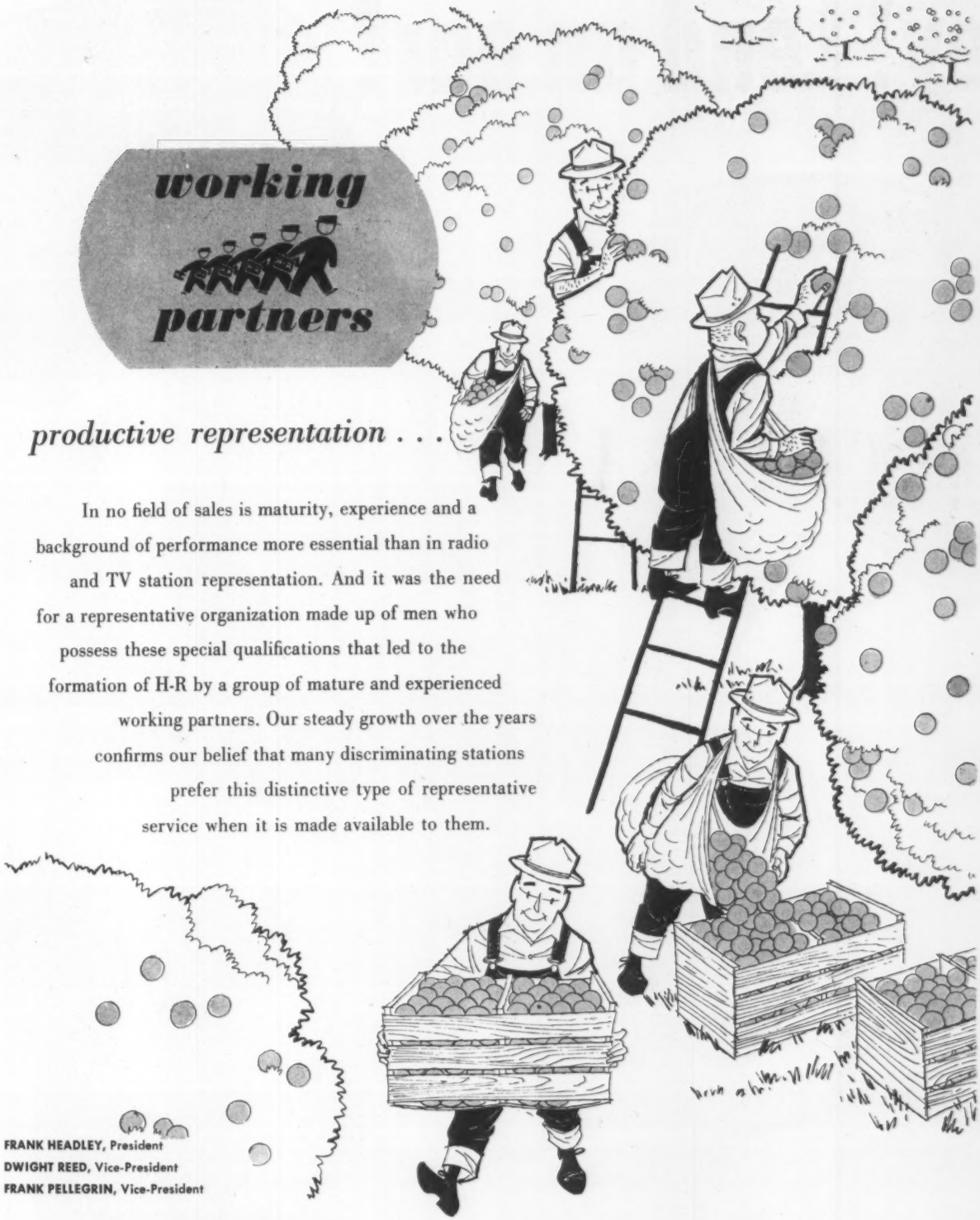
AGENCY APPOINTMENTS

Thermo-Fax Sales, Oakland, Calif., appoints Erwin Wasey, Ruthrauff & Ryan, S.F.

College Inn Food Products Corp. (tomato cocktail, chicken and soup products), Chicago, appoints Cunningham & Walsh, that city, to handle its estimated $200,000 account.

Rice Industry (trade association), Houston, appoints J. Walter Thompson, Chicago, to handle its advertising and public relations.

Joseph Schlitz Brewing Co., Milwaukee, appoints Grant Adv. Inc., Chicago, to handle its Old Milwaukee beer.



productive representation . . .

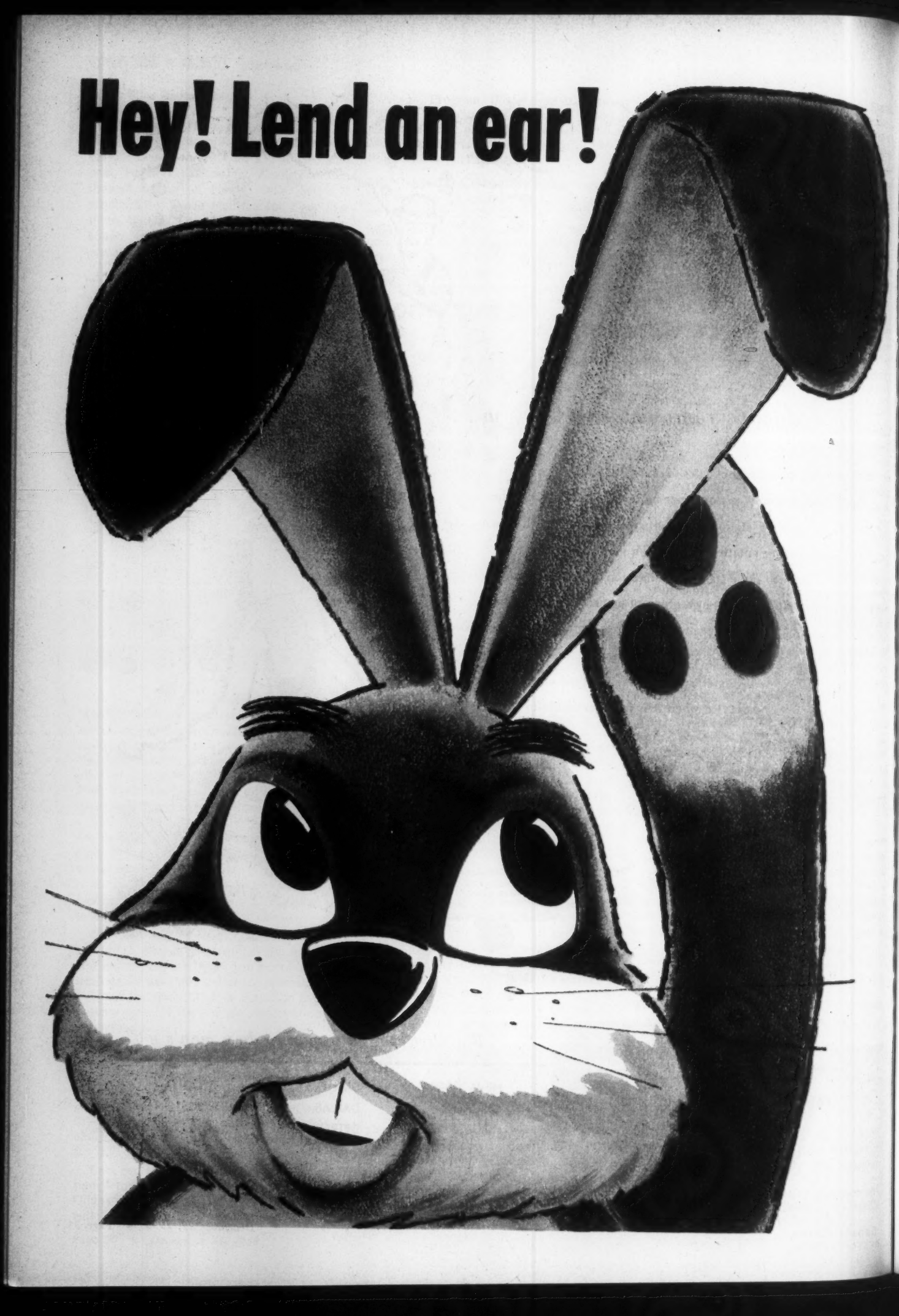
In no field of sales is maturity, experience and a background of performance more essential than in radio and TV station representation. And it was the need for a representative organization made up of men who possess these special qualifications that led to the formation of H-R by a group of mature and experienced working partners. Our steady growth over the years confirms our belief that many discriminating stations prefer this distinctive type of representative service when it is made available to them.

FRANK HEADLEY, President
DWIGHT REED, Vice-President
FRANK PELLEGRIN, Vice-President

". . . We always send a man to do a man's job"

RADIO **H-R** TELEVISION, INC. REPRESENTATIVES, INC. TELEVISION

NEW YORK	SAN FRANCISCO	ATLANTA
CHICAGO	DALLAS	HOUSTON
HOLLYWOOD	DETROIT	NEW ORLEANS


Hey! Lend an ear!

ABC-TV is now the No.1 network...

FOUR nights of the week–

Sunday, Tuesday, Thursday and Friday*†

And ABC has 4 shows in the top ten

(the other networks have 3 apiece)

Now the question is...

what do you do for an encore?

*Another network led on two nights, Monday and Saturday; the third led only on Wednesday.

Source: National Nielsen II November Report 1958, Average Audience per minute –
†Sunday through Saturday, 7:30-10:30 P.M., NYT, all sponsored evening programs.

ABC TELEVISION

MCA ENVELOPS UNIVERSAL LOT

Twenty years ago, as Music Corp. of America began moving into film talent representation, much of its future security rested on the whims of shrewd and brilliant Nate J. Blumberg, then president, now at 64, board chairman of Universal Pictures Co.

Last week, with MCA's coffers bursting at the seams with tv revenue, the world's biggest talent agent put the shoe on the other foot. It "took over" Universal's physical plant, moving onto sprawling, 370-acre Universal City, took over the entire lot, 150 buildings, 16 soundstages. Price: $11,250,000.

Presiding over this "moment of truth" in Hollywood last Wednesday was fortyish Lew Wasserman, president of MCA Ltd. and its 20-odd subsidiaries, and 55-year-old Milton R. Rackmil, president and co-founder of Decca Records Inc., which in 1952 took over control of Universal by purchasing 82.4% of the stock (763,785 common shares). Mr. Rackmil also is president of Universal Pictures Co., which accounts for 39% of Decca's net income.

Its Own Home • With acquisition of the California property, MCA-TV Revue Productions, tv subsidiary, will terminate its lease of the Republic Pictures lot (half the size of Universal City), will move its entire operations and payroll to Universal's plant, probably will hire all Universal studio employes. The move in no way rings down the curtain on Universal-International studios (as Universal Picture Corp.'s operations are known).

Mr. Rackmil reassured employes last week that the studio will continue operations, albeit on reduced scale, and to prove his point, leased back from MCA on long-term basis sufficient space and property to insure long-term production.

Once grinding out as many as 38 major films a year, Universal by 1957 had reduced theatrical film production to 27, currently has eight films rolling, most of them on a participation, or independent producer, arrangement. But while theatrical film production has lapsed (the studio ceased film production between February and July this year), its tv commercial production business [FILM, Jan. 13] has boomed, now accounts for an excess of $3 million. The studio also rents out production facilities to such tv independents as Pegasus *(Steve Canyon)* and Spartan *(Peter Gunn);* both firms now will pay rent to MCA.

Power Rank • MCA has been described after networks as the fourth most powerful force in television today. Not a night passes that not one or more of MCA's tv packages—live, filmed network or syndicated—appears on the home screen. With an annual production budget in excess of $25 million, Revue turns out such staple network items as *Dragnet, Alfred Hitchcock Presents, Ozzie & Harriet, The Millionaire, G.E Theatre,* such syndicated fare as *Mickey Spillane, Dr. Hudson's Secret Journal,* etc. MCA Ltd. and subsidiaries represent some of the biggest star names in tv today [LEAD STORY, Oct. 21, 1957], exercise such firm control over much of the nation's air that its activities are currently under scrutiny of Justice Dept.'s anti-trust division. A privately-held corporation, MCA's assets, earnings and general position in the entertainment industry are hidden behind a veil of utmost secrecy. Not so Decca and Universal.

During the first six months of this year, Decca racked up $10.9 million in sales, and while its 1957 sales rose 18% (from $26.8 million in 1956 to $31.8 million) the drop in equity of undistributed Universal profits accounted for a 13% fall in the final net. Universal's 1957 film rental and sale income was $72.4 million, down from $77.6 million for 1956. Decca felt the pinch of recession this year; its volume in phonograph records and players for the six months ending June 30 dropped 13%, and net income dipped further still.

Fixing Financial Leaks • Mr. Rackmil and associates have been trying to plug the hole; they have curtailed production of "B" films —Universal's staple item for many years— and now are restricting production to high-budget films they believe will account for an upturn in box office receipts. While standing to gain some $20 million ($2 million the first year, $3 million per year thereafter) over a seven year period from having assigned distribution rights to some 600 pre-1948 films to Columbia's Screen Gems Inc. subsidiary on July 1, 1957, Standard & Poor's Corp. reports indicate "appreciable tv income may remain obscured by losses on theatre releases in coming months." For fiscal year ended Nov. 2, 1957, Universal included $692,000 as tv income.

Speculation as to what Universal intends to do with its windfall of $11.25 million continued last week, as Mr. Rackmil again denied reports that the money would be used to pay off a $10 million loan effected in March 1957 through issuance of 4½% notes due between 1959-63. (This $10 million was used partially to retire $6.5 million in notes issued under a 1955 credit agreement, also to bolster working capital.)

Discount Any Merger Possibility • Mr. Rackmil also dismissed the rumors that Universal and Decca would merge or that Universal would get out of the film business. Quite the contrary, he said, "We are in business to stay." Once synonymous with horror films and Abbott & Costello comedies, Universal now will boast of multi-million dollar productions such as Kirk Douglas-Bryna Productions' "Spartacus", a $5 million epic starring also Sir Laurence Olivier and Peter Ustinov. Other stellar names "working" the Universal-MCA lot: Cary Grant, Kirk Douglas.

Universal's tv commercial operations will continue without let-up, a spokesman added, and there also was speculation last week that MCA's presence in Universal City might see a further upswing in that department, with MCA's clients assigning more commercial work to Universal, facilitating production being done by Revue on adjacent sound stages.

MCA was totally mute as regards its plans; an official of the talent agency said MCA was making "no comment or statement whatsoever . . . we are merely becoming landlords . . . there is no other significance to this story."

However, one fact is significant. MCA's purchase marks another milestone in the downhill road of Hollywood bigness; with Desi and Lucille Arnaz having taken over the once-proud RKO lot, with the Hal Roach studios in Culver City now booming with tv prosperity, with MGM and 20th Century Fox embarking on ambitious tv production schedules (FILM, Dec. 15), the era of the big studio as theatrical entity seems rapidly drawing to a close. Said a veteran Hollywood producer (now working the tv end of his studio's operations): "The screw was given another turn. . . ."

TPA Founder Gordon Launches Galaxy Firm

A new company, Galaxy Attractions Inc., was orbited last week by Television Programs of America founder Milton A. Gordon. Emphasis will be on tv properties, although the company also will finance independent productions for both television and theatrical play.

Mr. Gordon, who sold TPA to Independent Television Corp. for $11,365,000 last September, already has a nucleus operation; its offices are temporarily set up in New York's Sheraton East Hotel but will move to the New Seagram House on Park Ave. on Jan. 2, and its executive vice president will be Manny Reiner, who leaves ITC as vice president in charge of foreign operations at the yearend.

MR. GORDON

MR. REINER

In the new company, Mr. Gordon is principal owner and president; Mr. Reiner, who also will be a director and a substantial stockholder, is a former TPA executive under whose wing foreign sales blossomed (other past connections include foreign operation for Hollywood moguls Samuel Goldwyn and David O. Selznick, preceded by four years as general sales manager of Louis G. Cowan Inc.).

Mr. Gordon at TPA was teamed with Michael A. Sillerman (now with Gross-Krasne-Sillerman Inc. [FILM, Oct. 20]), Mr. Gordon (the quiet one) was president and Mr. Sillerman (the lively one) was executive vice president. In only a few years TPA's growth as a tv film entity showed remarkable gains. TPA was formed in 1953. Before TPA, Mr. Gordon already had nearly 20 years in the business community and a reputation as a "financial fireman"; his most notable achievement perhaps

BIG

things are happening in

TWIN CITIES

TELEVISION

mostly on

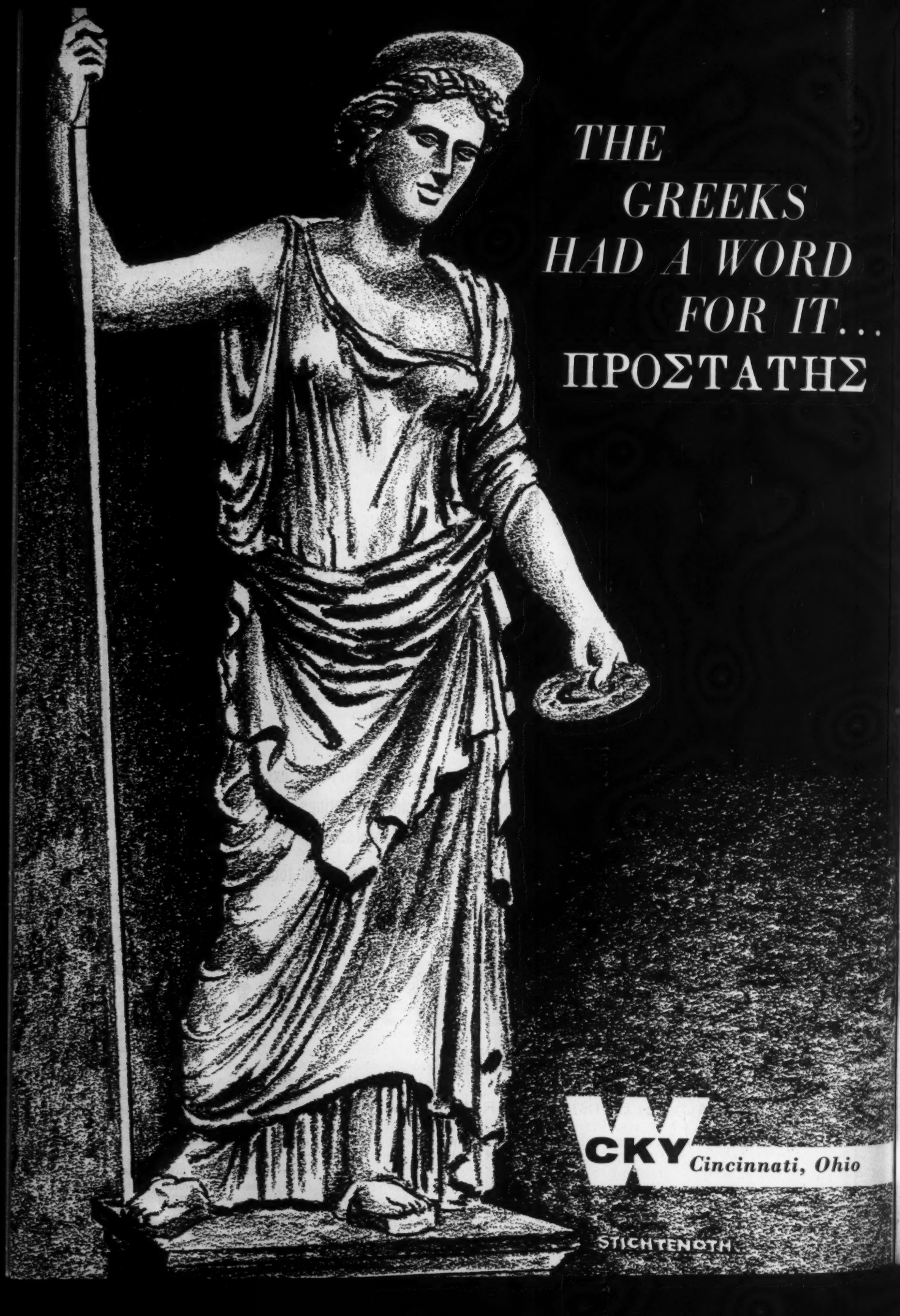
WTCN-TV

Your Katz man has new (December 1-7) and exciting (to 25.2) Trendex and ARB coincidental ratings for "MOVIE SPECTACULAR"—the WTCN-TV late show.

He is anxious for you to see them—call him today.

CHANNEL 11 WTCN-TV

ABC TELEVISION FOR MINNEAPOLIS, ST. PAUL


THE
GREEKS
HAD A WORD
FOR IT...
ΠΡΟΣΤΑΤΗΣ
WCKY
Cincinnati, Ohio
STICHTENOTH

in quelling the "fire" at United Artists in the late 1940's (he refinanced UA as executive vice president of Walter E. Heller & Co., Chicago investment company), and effected the split hemisphere financing of UA's "African Queen" motion picture, raising part of the necessary funds in this country and the remainder in England).

Some of the money received from the sale of TPA was shared by executive and creative people in the company but Mr. Gordon reportedly received the lion's share, realizing as much as $7.5 million after taxes.

Features of the new company: a broad base of operations in tv and theatrical film, and an opportunity for stars, producers and writers to share in profits.

Major activities of the firm will include production of new tv film programs for network sponsorship, live network tv programs, feature films, and financing of independent producers for network tv film series and feature film, and of independent products owned by top stars or writers (also for both television and theatrical exhibition).

Galaxy said it will depart from the usual financing film procedure of partners in each property sharing only in the profits of that property by offering profit-sharing to stars, producers and writers. Galaxy plans production arrangements with top producers in this country and abroad, permitting them to head up their own production groups in association with Galaxy. Already underway: Leon Fromkess, former TPA executive producer, is setting up his own unit under the Galaxy aegis and is working on properties which he later will submit. Messrs. Gordon and Reiner next month will set up a series of meetings in Hollywood with producers, directors, writers and actors.

LAST FRONTIER FOR LOW BUDGET

Videotape offers television its last foreseeable chance to reduce costs with a new technique not yet straitjacketed by industry precedent and union regulations. This is the opportunity seen by Jonathan Yost, who used tape to produce the pilot program of his new tv series, *Atomic Submarine*, which he is now showing to prospective sponsors, agencies and syndicators.

"If program costs go any higher," Mr. Yost said last week, "no advertiser or producer will be willing to experiment with anything new or different. The risk would be too great, the cost too much."

In his own case, Mr. Yost reported that the *Atomic Submarine* pilot was taped in one eight-hour session at a cost of just over $16,000, "with no chiseling, everyone paid full scale and KTTV (TV) Los Angeles paid regular rental for its taping facilities." To have made the pilot on film would have taken at least three times as long and cost twice as much, he said, expressing the belief that future installments of the serial can be turned out in five hours, now that he's had the experience of taping the first one.

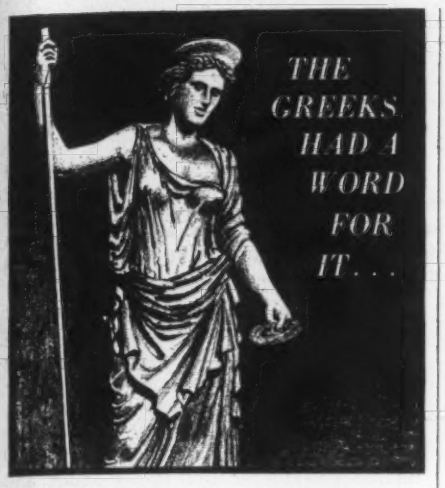
Mr. Yost does not agree with the producers who say that tape will be great for tv program syndication when it comes, but that its day is still somewhere in the future. With VTR equipment installed at tv stations in more than 40 markets now and two or three new installations being made a week, syndication by videotape is already practicable, he stated.

The *Atomic Submarine* series is aimed primarily at juvenile viewers, "but with enough science-adventure in it to keep a lot of adults looking too," Mr. Yost commented. He has followed the radio technique he learned years ago of putting a cliff-hanger at the end of each quarter-hour and plotting the story so that the tapes may be used as a five-day quarter-hour strip, or as a half-hour program broadcast two or three times a week or as a full hour on Saturday mornings. As an agencyman (his regular employment is as a producer for Ted Bates & Co. in Hollywood; his own program is an after-hours project), Mr. Yost has taken pains to include plenty of merchandising tie-ins.

Live program production techniques were used as far as possible in taping the program, Mr. Yost reported. Narration, background and bridge music and other such sound material was pre-recorded and fed by a sound engineer on cue, while the live taping was in progress. The main part of the program was taped in sequence from beginning to end, pausing momentarily where a sequence occurring elsewhere came up in the show. These scenes were taped separately later, being assembled and spliced into the proper sequence by KTTV engineers, members of the National Assn. of Broadcast Employes & Technicians who have jurisdiction over tape assembly under their contract with the station. Whatever retakes were necessary were also assembled in the same fashion and incorporated into the completed tape.

MR. YOST

In addition to this "black to black" cutting and splicing, so-called because the cuts are made in blanks purposely left on the tape for that purpose, some "scene-to-scene" or "creative" editing was done by film editors, members of International Assn. of Theatrical Stage Employees & Moving Picture Operators, also under contract to KTTV. Both contracts are so written as to provide for the two unions to share tape editing without evoking a jurisdictional dispute, making KTTV a good place for a producer to carry on experiments with videotape, Mr. Yost opined.



ΠΡΟΣΤΑΤΗΣ

JUNO

PROTECTOR

OF WIVES

JUNO (Gr.—Hera), the wife of Jupiter, was assigned by the Greeks the chore of looking after married women. Frankly, we don't see how she had much time to give to the job, busy as she was checking out her suspicions about Jupiter and his various amours. No matter—whenever a Greek helpmeet found things a bit sticky around the old homestead, she turned to Juno with an appeal for help. Evidently Juno's concern for wives paid off, as she was much venerated.

But Juno can't hold a candle to the concern we at WCKY feel for housewives—*Cincinnati* housewives, that is. We spend our days entertaining them with good music, giving them the latest news and special features, because we know that housewives control the family purse, and spend the major portion of family money. As a result, WCKY has a large audience of housewives. The June-July '58 Nielsen showed that 73% of our audience is composed of housewives, who lend an attentive ear to sponsors' messages, and that's why smart sponsors such as Kroger and Albers (the two largest food chains here) buy WCKY.

. . . . . And if you want to sell Cincinnati housewives your product, don't call Juno—call Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago and the West Coast, who'll show you that WCKY is your best buy to reach Cincinnati housewives.

WCKY

50,000 WATTS
OF SELLING POWER

Cincinnati, Ohio

15 MONTHS AND
3 SURVEYS LATER

WAVY-TV *leads* all other
Tidewater* Virginia TV Stations
in share of audience.

during prime viewing hours

** 48.7 share 6 to 10 pm
Sunday thru Saturday

** 62.2 share 3 to 6 pm
Monday thru Friday

**(ARB Metropolitan report 1 week Nov. '58)

CALL WAVY-TV or H-R TELEVISION

WAVY-TV
CHANNEL 10

Serving:

The Nation's 27th Market*

NORFOLK—PORTSMOUTH—NEWPORT NEWS—
HAMPTON AND 47 COUNTIES IN VIRGINIA AND
NORTH CAROLINA

NT PURCHASE OF NTA UP TO STOCKHOLDERS

National Theatres Inc. has asked its stockholders to approve a proposal to acquire common stock of National Telefilm Assoc. through an exchange of debentures and warrants. John B. Bertero, NT president, in a proxy statement to stockholders, described the proposal as "in furtherance of the company's policy of diversifying its activities in the fields of television, radio and other entertainment." A special stockholders meeting will be held Jan. 8 to vote on the plan, Mr. Bertero said.

National Theatres operates some 300 motion picture theatres in 19 states and since spring has operated WDAF-AM-TV Kansas City. NTA'S principal business is the distribution of filmed programs for tv exhibition and NTA also owns and operates WNTA-AM-TV Newark and KMSP-TV Minneapolis.

The proposal calls for NTA stockholders to be offered an $11 debenture and a warrant to purchase ¼ of a share of National Theatres common stock for each share of NTA stock. National Theatres directors have already approved an agreement to acquire approximately 15% of NTA stock from its three principal stockholders: Ely A. Landau, chairman; Oliver A. Unger, president, and Harold Goldman, executive vice president, on the same basis.

As spelled out at the time the National Theatres proposal was accepted by the NTA board [FILM, Aug. 25], the warrants may be exercised during the first year at a price per share of $1 less than the market value of National Theatres stock as quoted on the New York Stock Exchange on the day before National Theatres' offer to NTA stockholders is made formally (presumably after the stockholders' meeting on Jan. 8).

(Last Monday [Dec. 15], the closing price of National Theatres stock on the New York Stock Exchange was 10⅜. NTA stock, on the American Stock Exchange, closed at 9⅛ that day.)

National Theatres reported consolidated net income of $1,302,000, or 48 cents a share, for the year ended Sept. 30, 1958, compared with a net of $2,266,000, or 84 cents a share, in the previous year.

Commenting on the figures, Mr. Bertero said that "present indications are that earnings for the first quarter of the new fiscal year will show an improvement over the earnings for the comparable quarter of last year. . . . Our theatre earnings for the second and third quarters exceeded those for the comparable periods in the prior fiscal year, but there was a decrease in the first and fourth quarters due to a lesser number of pictures of box office value." He also noted that the change in federal taxes on theatre admissions, effective Jan. 1, will benefit earnings.

'Specials,' Temple Features In NTA Network Spring Plans

Plans to add four two-hour "specials" and a new and extended series of Shirley Temple feature films to the NTA film network were announced last week by Ely A.

Landau, board chairman of National Telefilm, Assoc., New York.

Mr. Landau said the four specials are now being prepared and are scheduled for telecasting in March, April, May and June. Present plans, he added, call for two dramatic programs, one musical and one personality show, but details will be announced later. Features set to be carried are "Curly Top," "Little Colonel," "Littlest Rebel," "Baby Take a Bow" and others.

The NTA film network embraces 115 stations. Programs currently carried are three weekly half-hour series—*This Is Alice, Man Without a Gun* and *How to Marry a Millionaire*—and the daily, hour-long *Tv Hour of Stars*." The latter series will be taken off the network at the end of this year and transferred to NTA's syndicated division for sale to tv stations.

CNP Sets Sale Sights On $16 Million in 1959

Earl Rettig, president of California National Productions, is targeting a "realistic domestic gross" of $16 million in 1959 for the NBC film subsidiary. Mr. Rettig's forecast is contained in a detailed summary of CNP's activity this year including peak sales, properties syndicated, production, expanded services, promotion, publicity, research and advertising.

For the third quarter of 1958, CNP came in with a peak sales total in excess of $3.5 million, Mr. Rettig said. He also estimated the subsidiary invested about $9 million this year in tv program material. Total sales this year were more than 80% above the 1957 total, and 125% higher than in 1956, he reported.

Videotape as Good as Film, Eventually, Unger Tells Forum

Videotape will be able to approach "the excellence of established film techniques" when certain technical and economic considerations are solved, William Unger, a partner of Elliot, Unger & Elliot, New York, told a forum on VTR held under auspices of the Screen Directors International Guild in New York on Dec. 13.

Mr. Unger claimed that at present, videotape cannot be edited although it can be spliced. He added that the expense of installing equipment is a deterrent to the immediate growth of tape. Mr. Unger contended that tape is presently "more of a live tv medium of production and cannot compare with film."

Gilbert Seldes, author and critic, told the forum that tape should be "far more significant when dealing with unimaginative work —the coverage of news and sports events, for example." He said that tape "is not so important in the works of fiction."

Other speakers at the forum were Milton A. Fruchtman, executive director of Odyssey Productions, on "The VTR Director on Location;" Robert D. Graff, NBC producer, "VTR Programing"; Perry Lafferty, CBS-TV producer, on "VTR Director in the Studio," and Thomas J. Merson, eastern sales manager, Ampex Corp., on "Videotape Recording Apparatus."

My Boss, Joe Rahall has asked me to—

Wish "You'all....
HAPPY HOLIDAYS
from the Rahall Radio Group

WKAP ALLENTOWN, PA.
"Oggie" Davies, Manager

WFEA MANCHESTER, N. H.
Gene Morehouse, Manager

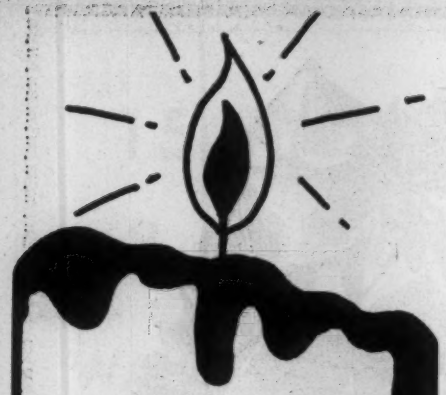
WTSP ST. PETERSBURG, FLA.
Marshall Cleaver, Manager

WWNR BECKLEY, W. VA.
Dick Booth, Manager

WNAR NORRISTOWN, PA.
John Banzoff, Manager

Represented Nationally by WEED & CO.

Joe. Rahall, President—"Oggie" Davies, General Manager



Warm Wishes for a Merry Christmas and a Happy New Year

from

SESAC, INC.

producers of the famous

SESAC

Transcribed Library

and

"repertory recordings"

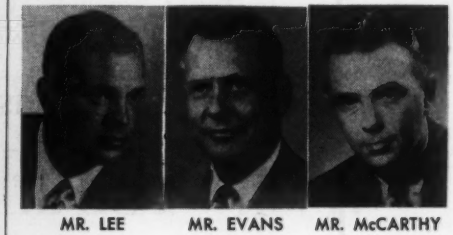
STORER QUITS, CH. 12 UP FOR GRABS

Wilmington, Del., ch. 12—that three top notch broadcasters tried hard but unsuccessfully to push into the black ink column—suffered the ultimate fate last week: the WVUE (TV) grant was turned back to the FCC for deletion. But waiting by the deathbed were two potential resuscitators who have asked for another try to infuse life into Delaware's only vhf outlet.

Storer Broadcasting Co. on Thursday notified the FCC it was surrendering the permit for the ch. 12 facility. No other information was vouchsafed, but it was known that Storer tried unsuccessfully to sell the property. It was understood that no offer had been made approaching the tax benefits which accrue to Storer by surrendering the grant. This is, it is calculated, in the neighborhood of $1.5 to $2 million as a capital loss.

Disposition of ch. 12 was required for Storer to consummate its $4.5 million purchase of ch. 6 WITI-TV Milwaukee. Storer already has five vhf television stations, the maximum permitted one owner under FCC rules. The FCC approved the Milwaukee transfer last month [CHANGING HANDS, Nov. 17].

Final takeover of the Milwaukee property is scheduled for today. The latest Storer



MR. LEE MR. EVANS MR. McCARTHY

outlet will be managed by Terry H. Lee, formerly managing director of WVUE. Other appointments announced last week: Joseph W. Evans Jr., formerly national sales manager, KFJZ-TV Fort Worth, to be WITI-TV general sales manager; Dean McCarthy, formerly with WISH-TV Indianapolis, to be WITI-TV operations manager.

Pending before the FCC is one application for ch. 12—filed last September by Rollins Broadcasting Co. (WAMS Wilmington, WJWL Georgetown, both Delaware, as well as other broadcast properties)—and a petition to change ch. 12's spot, from commercial to an educational reservation—also filed last September by the Joint Council on Educational Tv. Rollins Broadcasting has filed an opposition to this proposal.

Wilmington's ch. 12 was established in 1949 by the Steinman interests. In 1955 it was bought by Philadelphia broadcaster Paul F. Harron (WIBG-AM-FM) for $3.7 million. In 1957, the Harron properties (radio and tv) were bought by Storer for $5.6 million.

Storer told the FCC when WVUE was shut down on Sept. 13 that it had spent $4 million in buying the tv outlet and $479,000 in improving its facilities. The major improvement was moving the transmitter from Wilmington to Pittman, N.J. The station showed an operating loss of more than $2 million as of July 31. Storer is retaining the Philadelphia radio stations.

The Milwaukee ch. 6 station (actually assigned to Milwaukee suburb Whitefish Bay) was granted to Independent Television Inc. in 1955. Milwaukee is also served by the Milwaukee Journal's ch. 4 WTMJ-TV with NBC affiliation; Hearst Corp.'s ch. 12 WISN-TV, with ABC affiliation, and CBS-owned ch. 18 WXIX (TV).

Fight by 'Beaumont Enterprise' For Ch. 6 Enters Fourth Round

The *Beaumont* (Tex.) *Enterprise* (KRIC Beaumont), three-time loser in the Beaumont ch. 6 case, was back before the U. S. Court of Appeals for the District of Columbia last week in its effort to obtain a second reversal of the FCC's grant of ch. 6 to Beaumont Broadcasting Corp. (KFDM).

At issue are the circumstances under which a payment of $55,000 was made by Beaumont Broadcasting to get a third applicant, KTRM Beaumont, to withdraw from the contest, and whether an option agreement, by which a former KTRM stockholder would buy 32.5% of the new ch. 6 station if it were ultimately won by Beaumont Broadcasting, should have been considered by the FCC in making the grant.

The *Enterprise* holds that the FCC failed in its last decision to determine "affirmatively" whether FCC and administrative processes were "abused" by (1) an agreement between Beaumont Broadcasting and W. P. Hobby, publisher of the *Houston Post* (KPRC-AM-FM-TV), whereby Mr. Hobby would receive an option to buy 32.5% of the new ch. 6 station if ultimately won by Beaumont Broadcasting in return for a loan of $55,000; (2) Mr. Hobby's withdrawal as a stockholder from the KTRM application; (3) Beaumont Broadcasting's payment of the $55,000 to the remaining stockholders in the KTRM application in return for their withdrawal from the contest; and (4) the prospective change in BB's qualifications as an applicant based on proposed stock ownership by Mr. Hobby.

The FCC originally granted ch. 6 to BB in 1954 [AT DEADLINE, Aug. 9, 1954], reversing an examiner who favored KTRM. At that time, Mr. Hobby held 10% and an option to buy 25% more of the KTRM application. Losing applicants *Enterprise* and KTRM were granted their requests for reconsideration and stay. A new oral argument was held, Enterprise charging the FCC discriminated against newspapers by favoring KFDM on the issue of diversification of mass media [GOVERNMENT, Dec. 27, 1954].

Before the oral argument, Mr. Hobby loaned $55,000 to BB in exchange for an option to buy 32.5% of the ch. 6 station if the final grant went to KFDM, at the same time withdrawing from the KTRM application.

The FCC affirmed the grant to BB [AT DEADLINE, Jan. 31, 1955] and the *Enterprise* appealed. The appeals court in a 2-1

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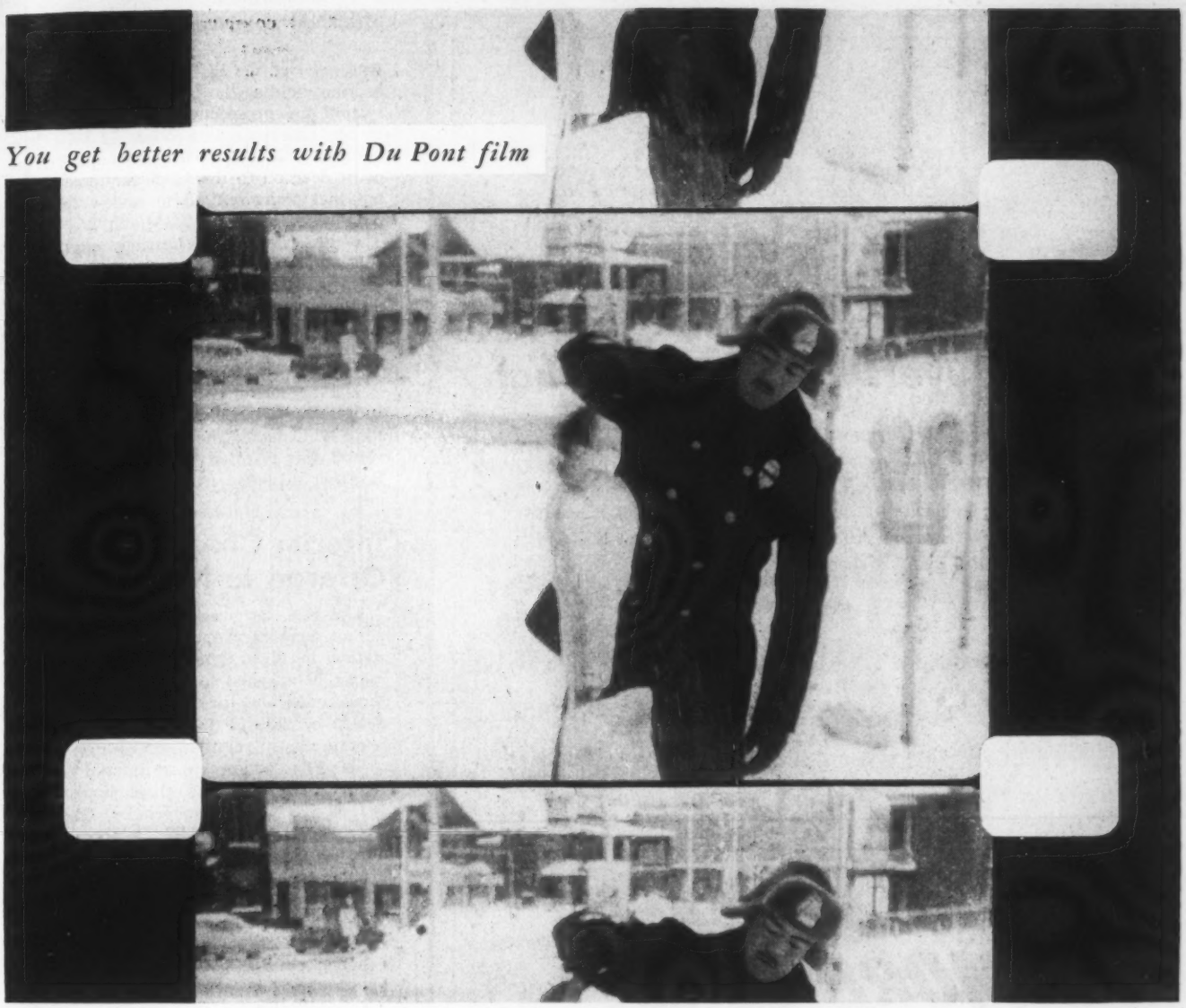

The above photograph is an enlargement of a 16 mm film clip from the actual newsreel.

KDKA-TV relies on 931 Rapid Reversal Film for

good news shots under the worst conditions

During a violent snowstorm in Erie, Pa., station KDKA-TV, Pittsburgh, Pa., sent Chief Photographer Charles Boyle in a helicopter to the disaster area.

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CKLW radio has greatest listener increase* of all Detroit Stations
7-9:30a.m. 3:30-6p.m.
*September October Pulse
JULY-AUGUST LEVEL
CKLW ST.B ST.C ST.D ST.E ST.F ST.G
3:30-6p.m.
7-9:30a.m.
Of all Detroit radio stations CKLW is the only one to show a significant gain in either of the above high listening time segments shown. All others have shown a loss or barely hold their own, which is positive proof of the popularity these two disc artists enjoy in this dynamic market. Certainly the most logical spot to place any client's message to get RESULTS!
50'000 WATTS
CKLW radio
GUARDIAN BLDG., DETROIT
J. E. Campeau, Pres.
Robert E. Eastman & Co., Inc., National Representative

vote reversed the FCC and ordered further hearing, holding the FCC should have considered the prospective change occasioned by Mr. Hobby's option to buy 32.5% [GOVERNMENT, Jan. 2, 1956]. BB appealed the court decision to the U. S. Supreme Court but that court refused to review the case [GOVERNMENT, May 7; March 26, 1956]. The FCC held new hearings starting in July 1956 and last spring reaffirmed its grant to BB, reversing an examiner's initial decision favoring *Enterprise* [GOVERNMENT, April 28].

BB started operations on ch. 6 (KFDM-TV) April 24, 1955.

The argument last week was heard by Judges David L. Bazelon, Charles Fahy and John A. Danaher, the same panel which reversed the FCC in January 1956. Judge Danaher dissented from the majority opinion.

Interim Ch. 13 Plan Offered to New Orleans

The FCC last week announced it would permit temporary operation of a television station in New Orleans on ch. 13—permanently assigned to Biloxi, Miss.—if the three contestants for ch. 12 in New Orleans decide by Dec. 29 that they are willing to operate ch. 13 jointly.

The FCC action was an interim solution to the plight of the three applicants—WJMR-TV New Orleans (ch. 20), Oklahoma Tv Corp. (KWTV [TV] Oklahoma City) and Coastal Tv Co.—which have been in a contest for ch. 12 since that facility was "dropped in" at New Orleans in 1957. WJMR-TV has run ch. 12 on an experimental basis in a dual operation with its assigned ch. 20, but has been ordered to vacate ch. 12 by next Jan. 1. The WJMR-TV transmitter for its experimental operation is less than the minimum mileage separation from co-channel WJTV (TV) Jackson, Miss.

The Commission said last week that the three ch. 12 contestants may file a joint application for temporary operation on ch. 13 and if they agree to do so, WJMR-TV may move to ch. 13 on Jan. 1, with the others to join the operation after Jan. 31. They must, however, abandon ch. 13 when one of the three contestants gets the ch. 12 grant; and "in no event" may they continue on ch. 13 after that channel is granted in Biloxi.

The FCC's 1957 grant of ch. 13 in Biloxi to Radio Associates Inc. has been remanded by the U. S. Court of Appeals for the District of Columbia for re-examination of and findings on the financial qualifications of the applicants. WLOX Biloxi is the other contestant for ch. 12.

WJMR-TV applied for temporary operation on ch. 13 earlier this month [GOVERNMENT, Dec. 8] and Oklahoma Tv filed a similar application last week. Joint operation of ch. 13 obviously would give Oklahoma and Coastal a better foothold in New Orleans than they have at present and indications were last week that they were agreeable to a joint operation on ch. 13 with WJMR-TV on a temporary basis.

The FCC order last week specified that

the expenditures WJMR-TV has undergone in its experimental operation of ch. 12 will not be considered an advantage in the comparative hearing now going on, nor, said the FCC, will "any preference rebound" to WJMR-TV through temporary operation on ch. 13.

The FCC canceled WJMR-TV's ch. 12 operation effective next Jan. 1 [GOVERNMENT, Nov. 3] after a hearing required by an appeals court decision [GOVERNMENT, May 26]. WJTV claimed the WJMR-TV ch. 12 was not a bona fide experiment.

NETWORKS TESTIFY TO PUBLIC SERVICE

- **No let-up planned, Hill told**
- **Three chiefs reassure Senate**

The three tv networks have assured Chairman Warren Magnuson (D-Wash.) of the Senate Commerce Committee that they plan no reduction in the amount of public service programming. All three listed their present and planned shows in written answers to a query by the senator, who asked whether "there are plans now under consideration [by the networks] to reduce the public service programming during the coming season."

In the most exhaustive reply filed, CBS President Frank Stanton said there has been no reduction of that type programming on CBS-TV and none is planned. He said that after Jan. 1 there will be some changes on radio (Program Consolidation Plan) entailing a "substantial curtailment of entertainment with a resultant rise in news and public affairs."

Dr. Stanton pointed out that in 1957 CBS-TV spent $14.4 million in news and public service programs (excluding sports) and in 1958 the figure was $16.8 million. Cost of this type programming was $8.4 million over the income accrued, he said. Also, he said, CBS employs 378 persons in news and public affairs and only 310 for entertainment shows. While public service programming appears to make up only a small portion of the network schedule, Dr. Stanton wrote, money spent in that field is just under 25% of the amount spent on entertainment.

All three networks gave a complete rundown of public affairs and news programs they are telecasting, including date, time and short explanation.

ABC President Leonard H. Goldenson did not make any reference to program dropped in the past or to be added in the future. "We contemplate that our weekly schedule of regular public service programs in tv and radio will not be decreased during 1959," he stated, "and you may rest assured that we will continue as we have in the past to broadcast the substantial number of public service programs which we regard as necessary for a well balanced program schedule."

Robert E. Kintner, NBC president, stated: "... the attached material [NBC public service schedule] demonstrates that far from reducing our efforts in public service and informational programming, we are seeking to increase the effectiveness, scope and variety of programming in this field ..."

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As holiday wishes ring out across the land, we pause for particular greetings to the men who own and operate the nation's far-flung broadcasting properties.

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6706 Santa Monica Blvd.
Hollywood 38, Calif.

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D.C. Court of Appeals Upholds FCC's Evansville Deintermixture

Commission orders which ensue from a rulemaking proceeding are not legally bound to embody any of the propositions offered in the original rulemaking notice, the U.S. Court of Appeals for the District of Columbia ruled last week in a 2-1 decision upholding a part of the FCC's 1957 deintermixture actions in the Evansville, Ind., area.

The FCC, as part of a deintermixture order March 1, 1957, reassigned ch. 9 from Hatfield, Ind.-Owensboro, Ky., to Evansville and made it an educational noncommercial facility, substituting ch. 56 at Owensboro.

The court denied appeals by two former competing applicants for ch. 9 at Hatfield, Ind., who claimed the original rulemaking proposal June 26, 1956—which contemplated deintermixture in the Evansville area—did not mention ch. 9. The two appellants—Owensboro on the Air Inc. and Owensboro Publishing Co.—made no proposals in the rulemaking proceeding but asked the FCC to "strike" proposals by uhf outlets WFIE (TV) Evansville and WEHT (TV) Henderson, Ky., asking that ch. 9 be reserved for education.

The court's opinion written by Circuit Judge John A. Danaher last week held that the appellants had certainly been made aware of the uhf stations' proposal on ch. 9 and that the FCC's original notice included "a description of the subjects and issues involved," which, the court said, is the only requirement under law. Judge Walter M. Bastian agreed with him, but Judge Charles Fahy dissented, saying he did not feel the notice was legally sufficient.

The other part of the FCC deintermixture order of March 1, 1957, was the reassignment of ch. 7 from Evansville to Louisville, Ky., and substitution of ch. 31 in Evansville. That part was contested by WTVW (TV) Evansville, now on ch. 7, and a show cause proceeding currently is being held.

No Reversal for Ch. 13 Remand

The last chance to reverse remand of the Indianapolis ch. 13 case was lost last week when the U.S. Supreme Court refused to consider an appeal. Crosley Broadcasting Corp., which won the grant in 1957 after a four-cornered hearing fight, had asked the Supreme Court to review last spring's appeals court ruling that the FCC must rehear the case because Comr. T.A.M. Craven voted in the final grant but had not heard argument. WIBC Indianapolis, one of the unsuccessful applicants, had brought the first appeal. The FCC two weeks ago set Jan. 23 for oral argument in the case [GOVERNMENT, Dec. 15].

FCC Won't Stay Michigan Grant

The FCC last week denied a petition by Jackson Broadcasting & Television Corp. for a stay of the effective date of the Commission decision which authorized the first commercial-educational tv sharetime operation on ch. 10 Onondaga, Mich. [GOVERNMENT, Sept. 8]. The share-time stations involved are WILX-TV, commercial, and WMSB (TV), educational. Jackson Broadcasting, along with Triad Television Corp. and Booth Broadcasting Co., had sought ch. 10 in Parma, Mich. A petition for rehearing of this case filed by Jackson is pending before the Commission. Comr. John Cross did not participate in this decision.

Cord to File for Ch. 4 Reno If KAKJ (TV) Permit Revoked

KFAC Los Angeles' owner E. L. Cord, who has made two requests of the FCC seeking assignment of vhf channels to Reno, Nev., last week asked that the FCC "expedite" the revocation proceedings involving KAKJ (TV) Reno, on ch. 4.

Mr. Cord said that if the FCC revokes the KAKJ license, as recommended in a hearing examiner's initial decision last March [GOVERNMENT, March 17], he will file for ch. 4.

Oral argument was held before the FCC in the KAKJ revocation case Friday (Dec. 19) on charges the station made false representations to the Commission.

KAKJ, answering Mr. Cord's petition last week, asked that the FCC strike the petition, adding that Mr. Cord has "no standing" in the case and that his petition was filed to "muddy up a record."

KXLJ-TV Loses Petition Fight To Stop CATV Relay Expansion

The FCC last week denied two petitions by ch. 12 KXLJ-TV Helena, Mont., seeking to stop a private common carrier feeding tv signals to community tv systems from extending its system to Helena.

The Commission turned down KXLJ-TV's petitions asking (1) for reconsideration of the FCC's March 27 action in dismissing the Helena station's protest, and (2) the station's request that the Commission cancel or stay the construction permits granted to James G. Edmiston doing business as Montana Microwave. Last January the FCC approved Montana Microwave's applications to extend its radio relay system to feed not only community antenna systems in Missoula and Kalispell, but also Helena with the programs of three Spokane tv stations and KXLF-TV Butte, Mont. KXLF-TV is affiliated in ownership with the Helena station.

KCLO, KWBB Backed for Boosts

FCC Hearing Examiner Basil P. Cooper last week recommended grants to two stations asking increased power on 1410 kc and for a proposed new station on that frequency, determining after a hearing that loss of broadcast service caused by interference would not result from the grants in some instances and would be negligible in others. The grantees: KCLO Leavenworth, Kan., from 500 w day to 5 kw day with directional antenna; KWBB Wichita, Kan., from 1 kw, directional day and night, to 5 kw day and 1 kw night, directional day and night; Bowie-Nocona Broadcasting Co., construction permit at Bowie, Tex., with 500 w day, directional.

AFTRA, Networks Shake On New 2-Year Contract

American Federation of Television & Radio Artists and the radio-television networks have reached an agreement at last on a new two-year contract, subject to the approval of AFTRA's board of directors and its membership.

Both AFTRA and network sources confirmed Thursday (Dec. 18) that a "handshake settlement" had been reached but both refused to indicate the terms of the proposed contract before AFTRA's board and membership were notified. It was reported that the AFTRA board would learn details of the agreement over this past weekend but the proposal would not be submitted to the membership until after Jan. 1, 1959.

It was understood that the performance and re-run fees would run higher than in the SAG contract. One source indicated that performance fees for live and taped commercials would be 25% higher than for the comparable SAG fees, and program rates would be more than 25% higher. The re-run pattern established for videotaped programs under the AFTRA contract was said to provide for payment up to 310% of the original fee, reported to be "well in excess" of SAG re-run pattern for filmed programs.

On policy matters, the latest word was that AFTRA agreed to waive its demand for an unfair station clause whereby a network would not feed its programs to an affiliate which the federation has struck. In return, the networks were said to have agreed not to "stockpile" taped programs —that is, build up a reserve of programming by having performers appear in a larger number of programs in a given week than is considered "normal" for one week.

The old contract expired on Nov. 15 but performers remained on the job until further notice.

Conservatives Score In Local 47 Election

An administration slate of American Federation of Musicians' Local 47 in Hollywood won the local's biennial election by a two-to-one margin. The result was hailed by union spokesmen as a clear-cut victory for the conservative faction, which has urged settling the local's differences with the national AFM policies within the union rather than resorting to the courts as the rebel faction has done.

New officers, to serve for two years from their installation in January, are president, John Tranchitella; vice president, Max Herman; recording secretary, Lou Maury; financial secretary, Leroy Collins.

Dale Brown, Benny Arter and Bob Elliott were elected trustees of the local. Attilio De Palma, Dow Garlock, Joe Heredia, Morty Jacobs and Marl Young were elected to the board of directors. Harvey Brooks, Charlie Gonzales, Don Lindner, Hugh McNutt, Bill Nadel and Don Wigh were elected to the trial board. Max Herman and Lou Maury were chosen as delegates to the national AFM convention.

On Monday (Dec. 15), date of the election, a pretrial hearing was held in the Anderson case (suit brought by a group of Hollywood musicians to divert payment made by phonograph record companies into the music performance trust funds to the individual musicians instead). That suit was amended to raise the money damages asked for from $8.5 million to nearly $15 million. Trial is scheduled to begin early in March before Los Angeles Superior Court Judge Clarence L. Kincaid.

Leader of the musicians who are plaintiffs in the suit is Cecil F. Read, whose fight against the trust fund policies of the AFM led to his expulsion from the union and who last March organized Musicians Guild of America as a rival to AFM [PERSONNEL RELATIONS, March 31]. In July, MGA won an election as bargaining agent for musicians employed at the major motion picture studios [AT DEADLINE, July 14] and subsequently negotiated a contract with them, ending a strike which had existed for some six months. Since negotiations for a new AFM contract at these studios had broken down, the union shop clause in the MGA contract has been challenged as questionable [PERSONNEL RELATIONS, Dec. 8] and MGA, the Assn. of Motion Picture Producers and eight individual motion picture companies have been summoned to a NLRB hearing to be held in Los Angeles starting Jan. 26.

Earlier in January (Jan. 15, 19 and 21), the L.A. labor board office will hear MGA petitions for certification elections with Liberty, Essex and Bowmar recording companies. MGA's petitions for similar elections at other recording companies have been held up in some instances because of a past record of bargaining on a national level, and in others because the companies are members of an association and there is a question whether they should be handled individually or collectively, Mr. Read said. The recording company contracts with AFM expire the end of January.

AFM's contracts with the radio and tv networks also expire at that time, but MGA has not applied for NLRB elections to secure bargaining agency status for their musician employes. Mr. Read said that MGA had decided not to intervene in AFM's negotiations in the broadcast field at this time, "unless it becomes necessary to do so in the interest of the individual musicians."

Benjamin Aaron, referee appointed by AFM Local 47 to hear charges involving more than 100 members of Local 47, chiefly of dual unionism by aiding or supporting MGA, last week recommended that seven members, suspended from membership in Local 47 since last April, be reinstated with no further penalties. Five of the seven were found not guilty of the charges against them; the other two were found guilty of one or more charges, but not of all. These seven are the only cases reported on by Mr. Aaron so far.

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The E. & J. Gallo Winery is just one example from AA's nationwide audience. This California concern, which sells more than 100,000,000 bottles of wine annually, puts its major advertising emphasis on television and radio. During the first half of 1958, Gallo spent more than $530,000* on spot tv time alone.

Every Monday, market-interested executives at Gallo turn to Ad Age to keep posted on the developments affecting them. Altogether, Ad Age covers this important advertiser and its agency, Doyle Dane Bernbach Inc., with a total of *48 paid-subscription copies each week.*

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**Television Bureau of Advertising, Inc.*

HOWARD E. WILLIAMS

Before entering the wine industry, Mr. Williams "grew up," as he puts it, in the advertising agency business. In 1948, he resigned as San Francisco manager for Young & Rubicam to accept the general managership of the Wine Growers Guild. During this first association with a wine organization, he was responsible for creating "Guild" as a national brand. Mr. Williams joined the E. & J. Gallo Winery in 1956. As vice-president in charge of marketing, he is concerned with the introduction of new products (among the latest: the Thunderbird and Paisano wines), the opening of new markets, package design, and other duties.

Mr. Williams' principal leisure-time activities include fishing and furniture design. Fishing trips, he says, have taken him as far as Canada and Alaska. He also reports that as a member of the wine industry, "being an amateur chef is par for the course."

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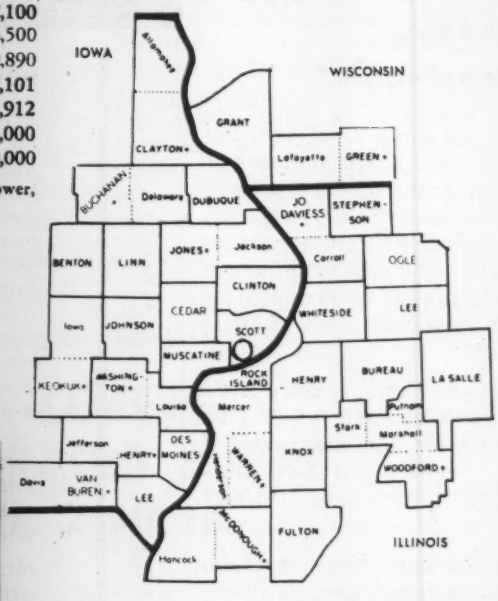
42 Nashville
43 Champaign
44 Miami
45 Sacramento-Stockton
46 Omaha
47 Davenport-Rock Island
48 Binghamton
49 Raleigh-Durham
50 Asheville

WOC-TV is No. 1 in coverage In This 47th Market

48 COUNTIES

Population*	1,727,100
Homes	556,500
TV Homes	469,890
Farm Homes**	97,101
TV Farm Homes**	54,912
Effective Buying Income*	$2,852,363,000
Retail Sales*	$2,076,120,000

*Sales Management's "Survey of Buying Power, 1958"
**U. S. Census of Agriculture, 1954



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1

Union Stops KTLA (TV) Taping 'Pilgrimage Play' for Hal Roach

Recording of the *Pilgrimage Play* on videotape as an hour-long tv program at KTLA (TV) Los Angeles for syndication by Hal Roach studios, scheduled to begin Wednesday (Dec. 17), has been postponed until union complications can be ironed out.

Simply stated, the situation is that Screen Actors Guild and Screen Directors Guild have contracts with the Roach studios and if Roach is the producer and the actors and director are on his payroll, they expect him to honor those contracts and use SAG and SDG members. If KTLA is the producer, under its contract with ATFRA it would be expected to use AFTRA members in the *Pilgrimage Play* cast. KTLA's directors are not organized; the station has no contract with either SDG or Radio & Television Directors Guild, which has jurisdiction over directors employed on live programs as SDG has over those employed on filmed shows. So there is no jurisdictional conflict there.

A complicating factor is the AFTRA position that SAG's jurisdiction over actors employed on filmed programming does not extend to taped shows, regardless of whether the taping is done at a station or at a motion picture studio. Claude McCue, AFTRA western regional director, has taken the stand that the *Pilgrimage Play* production is a KTLA remote and therefore belongs to AFTRA, regardless of whether the station or Roach is the producer. KTLA, which originally was to provide the "below-the-line facilities," may now become the full producer of the program, which would then be sold to Roach as a package. William Sterling, Roach executive who was to produce the religious spectacle, declined to comment on the situation.

One possibility is the matter may be referred to the NLRB. This was considered unlikely, however, with settlement worked out among KTLA, Roach and unions deemed more probable.

Ironical footnote: Roach's choice of KTLA to handle the videotaping was dictated, at least in part, by fact that both studio and station technicians are members of IATSE and that having KTLA handle the taping would avoid any union problems [PROGRAM SERVICES, Dec. 8].

Brady Heads Tv Producers Guild; Other Officers, Directors Named

Television Producers Guild has named officers and directors to serve until a general election next May. The Guild was established to secure residual payments and other benefits for producers of tv programs such as are enjoyed by other craftsmen working in tv. Officers are: president: Ben Brady; first vice president: David Dortort; second vice president: Ralph Levy; secretary: Edgar Peterson; treasurer: Albert McCleery. Directors, in addition to the officers, are: Cecil Barker, Ben Feiner, James Fonda, Axel Gruenberg, Roy Huggins, Hal Hudson, Sheldon Leonard, Nat Perrin, Darrell Goss and Anthony Barr. Mr. Barr represents associate producer members.

Some European Commercials Better than Ours—Spight

European television advertising is equal to America's in art, puppetry, and color while ahead in the use of humor in commercials, says Lindsey Spight, former vice president and head of Blair Tv's San Francisco office, just returned from a seven-week tour of the Continent.

Other observations by Mr. Spight include the possible introduction of a third tv network in Great Britain. The question in tv circles there, he said, is not whether there should be a third system, but who should control it—the BBC, the operators of the present commercial network or a new group? Likelihood is, Mr. Spight reports, that the third system will conform with the European standard of 625 lines instead of telecasting with a definition of 405 lines now used in the United Kingdom.

Pressure from continental advertisers seems certain to expand the amount of commercial time in the near future, Mr. Spight predicts. In West Germany, with some two million tv families, the 6:30-7 p.m. slot each evening (except Sunday) is commercial. Three minutes of announcements precede and follow half-hour shows such as a German-dubbed *Father Knows Best*. Demand for these six minutes a day is such that the slot is sold out for the whole of next year, Mr. Spight was told. A similar situation exists in Italy, where a 10-minute block of commercials is broadcast each evening.

Mr. Spight found that broadcasting executives of both countries are looking forward to second tv systems. The advent of commercial competition will improve tv set sales as well as programming, the retired Blair Tv-man forecasts.

European advertising agencies are well equipped to produce tv commercials, Mr. Spight observes, as they have had a lot of experience preparing ads for motion picture theatres, a major medium in Europe and Great Britain. It was after seeing the prize-winning cinema and tv commercials from the Venice Festival that Mr. Spight came to the conclusion that European ads are equal or better than the home product.

INTERNATIONAL SHORTS

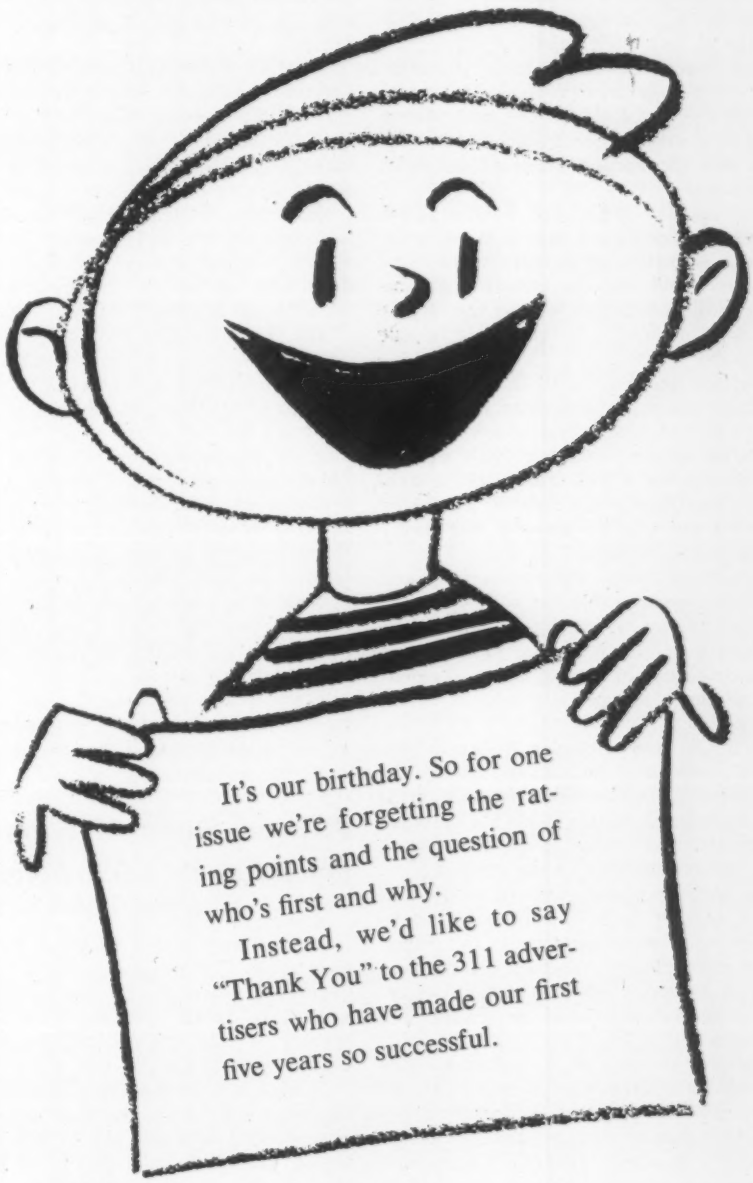
Bertram H. Claster Enterprises, Baltimore, announces its tv series, *Romper Room*, will go international on its sixth anniversary, Feb. 9, with appearance on CKCW-TV Moncton, N. B., Canada.

Production has started at Old Chelsea, 14 miles north of Ottawa, Ont., on half-hour television film series on Royal Canadian Mounted Police. Series is being produced jointly by Canadian Broadcasting Corp., Ottawa; British Broadcasting Corp., London, England; and Crawley, McConnell Ltd., Ottawa. Filming is being done by Crawley Films Ltd., Ottawa, with Bernard Girard, Los Angeles writer and director, as producer-director. Series will be distributed internationally and will have French-language version. Series will deal with activities of three-man Mountie detachment.

WCSH-TV 6

NBC Affiliate **Portland, Maine**

LOOK MOM NO CLAIMS!


It's our birthday. So for one issue we're forgetting the rating points and the question of who's first and why.
Instead, we'd like to say "Thank You" to the 311 advertisers who have made our first five years so successful.

Rines TV · RADIO STATIONS OF MAINE

WCSH-TV, Portland
WLBZ-TV, Bangor
WCSH-Radio, Portland
WLBZ-Radio, Bangor
WRDO-Radio, Augusta

A matching schedule on Ch. 2 in Bangor saves an *extra 5%*.

NAB CONVENTION ON PLANS BOARD

- **Committee charts standard-size meeting in Chicago**
- **Top management business dominates March 15-18 agenda**

The problems of top broadcast management will dominate NAB's convention, to be held March 15-18 at the Conrad Hilton Hotel, Chicago, but there isn't any indication the annual meeting will be cut down in size.

A year ago many NAB officers and board members thought the industry meeting was getting too big, though it is not in a class with the gigantic conventions of many professions. They decided to focus programming on management problems, but planning for the broadcast meeting next March points to the usual near-2,000 official registrants plus the normal quota of unofficial participants.

Last Tuesday (Dec. 16) NAB's Board Convention Committee met in Washington to work over the preliminary plans. The members found that the annual exhibition of broadcast equipment will be the largest in history. However, programming is cut by one day.

Contracts are out for 18,750 square feet of exhibit space, the committee was told by Everett E. Revercomb, convention manager and NAB secretary-treasurer. This tops all past records by 1,500 square feet and is 4,000 square feet larger than the combined space last spring at the Biltmore and Statler Hotels in Los Angeles.

Film, transcription, program services and related convention exhibitors will be allotted hospitality suites scattered around the Conrad Hilton in March in lieu of the usual two-floor cluster of sample rooms featured by equipment in operation and elaborate displays.

An NAB survey showing program ideas of 500 radio and tv stations guided the convention committee last week in its planning. G. Richard Shafto, WIS-TV Columbia, S.C., and Robert T. Mason, WMRN Marion, Ohio, are co-chairmen of the committee.

The first step was selection of a keynoter, with Robert W. Sarnoff, NBC board chairman, selected as recipient (story this page).

The convention will be built around three types of sessions—top management-ownership, general sessions and the Engineering Conference.

Separate radio and tv programs are planned the afternoon of Monday, March 16, Tuesday morning and Wednesday afternoon. Only management-ownership delegates are eligible to attend, plus others accredited by them. An accreditation technique will be set up next month.

General sessions are scheduled Monday noon, when tentative programming calls for keynote address at luncheon; Tuesday noon, luncheon address by FCC chairman; Wednesday morning, proposed FCC roundtable, and Wednesday noon, luncheon address by NAB President Harold E. Fellows. Tuesday afternoon is left open for inspection of exhibits.

All delegates, including associate members and those attending the Engineering Conference, are eligible to attend general sessions and the final event, the Wednesday night banquet at which Broadcast Music Inc. will provide entertainment.

J. Frank Jarman, WDNC Durham, N.C., NAB Radio Board chairman, will open the radio management conference. Topics will include programming, projecting the station image, standards of good radio practice, music licensing, audience research, five-year forecast, editorializing, legislative report and automation trends. Radio Advertising Bureau will stage a sales clinic.

C. Howard Lane, KOIN-TV Portland, Ore., Tv Board chairman, will open the tv management sessions. Topics will include discussions and reports on creativity and programming, Congress, tv allocations, sales and costs, tv film and videotape. Television Bureau of Advertising will hold a sales clinic. An election is scheduled for four vacancies on NAB's Tv Board.

The Engineering Conference will emphasize "how to" presentations, according to James D. Russell, KKTV (TV) Colorado Springs, Colo., NAB board liaison.

Attending last week's convention planning session, besides Messrs. Shafto, Mason, Jarman and Lane, were Joseph E. Baudino, Westinghouse Broadcasting Co.; John H. DeWitt, WSM Nashville, Tenn.; William Holm, WLPO LaSalle, Ill., and Fred A. Knorr, WKMH Dearborn, Mich.

NAB staff participants besides Messrs. Fellows and Revercomb were Thad H. Brown Jr., tv vice president; John F. Meagher, radio vice president; Howard H. Bell, assistant to the president for joint affairs; Donald N. Martin, public relations assistant to the president, and A. Prose Walker, engineering manager.

Wilner, Sarnoff Named By NAB for '59 Awards

Robert W. Sarnoff, NBC board chairman, has been named by the NAB Board Convention Committee to receive the association's 1959 Keynote Award for Distinguished Service. He will be keynote speaker at the annual convention in Chicago March 15-18.

A new NAB award honoring broadcast engineers who make outstanding technical contributions to radio and tv will be presented during the convention to John T. Wilner, engineering vice president of the Hearst stations.

The keynote award, seventh in the NAB series, assumes a father-son aspect, Brig. Gen. David Sarnoff, RCA board chairman, having received the first award in 1953. His son, Robert W., will accept the award Monday, March 16, as NAB formally opens its convention. The award is given annually to a person who has made "a significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service."

Announcement of the keynoter selection was made Dec. 16 after a Washington meeting of the NAB Board Convention Committee by its co-chairmen, G. Richard Shafto, WIS-TV Columbia, S.C., and Robert T. Mason, WMRN Marion, Ohio.

MR. SARNOFF

MR. WILNER

Mr. Sarnoff, 40, has been with NBC a decade following service with the Cowles stations and publications. He moved from an account executive post at the network through programming, production and film departments into top executive responsibility.

Past keynoters besides Gen. Sarnoff have been William S. Paley, CBS board chairman, 1954; Mark Ethridge, publisher of the *Courier-Journal* and *Louisville Times* and a former NAB president, 1955; Robert E. Kintner, then ABC president, 1956; ex-President Herbert Hoover, 1957, and Dr. Frank N. Stanton, CBS Inc. president, 1958.

The NAB Engineering Award Committee that picked Mr. Wilner for the first technical award cited his work in developing the "image orthicon saver."

The electronic innovation greatly prolongs the life of costly image orthicon tubes in tv cameras, relieving the "stickiness" problem after camera tubes have been in use for some time. The problem had plagued engineers from early tv days.

Mr. Wilner will receive the award during the 13th annual Broadcast Engineering Conference, a feature of the annual NAB convention.

The presentation will be made at a March 18 luncheon. A. Prose Walker, NAB manager of engineering, headed the selection committee, which based the award on Mr. Wilner's "contribution to technical knowledge and operating techniques which have both engineering and economic benefits to broadcasting stations."

Before joining the Hearst group in 1949 Mr. Wilner served with CBS where he engaged in color, monochrome and uhf development work for 12 years.

Clements Heads News Group

Jack Clements, WRVA Richmond, was elected first president of the new Mid-Atlantic News Broadcasters Assn. at its recent Norfolk, Va., meeting. Lon Backman, WCMS Norfolk, was elected vice president and Charles Roeder, WCBM Baltimore, secretary-treasurer. The association includes Virginia, West Virginia, District of Columbia, Maryland, Delaware and Southern Pennsylvania. It is an outgrowth of a move suggested by Radio Television News Directors Assn.

NAB Maps Standards For Station Editorials

A road map for broadcast editorials is proposed by NAB.

The practice of taking a position on local, regional and national affairs is growing in the broadcast industry but there is only one uniform policy: FCC's insistence that both sides be fairly presented.

Last week (Dec. 17) a special NAB committee that has been studying the subject, completed a report after several months of staff work. The committee was formed last spring at the direction of the NAB board of directors.

The committee, meeting in Washington took two main steps: (1) Drew up proposed standards of editorial practice to guide radio and tv stations desiring to editorialize, and (2) analyzed editorializing problems, including station responsibility and the doctrine of fair comment.

The report now goes to the NAB Board, which meets Feb. 2-6 at Hollywood Beach, Fla.

Broadcast editorials are "an important force for community improvement" and a means of interesting citizens in public affairs and stimulating them "to become personally more active in community life," the committee report said. Co-chairmen of the committee are Alex Keese, WFAA Dallas, and Joseph E. Baudino, Westinghouse Broadcasting Co.

Aiding the committee in its report was a detailed survey of station editorializing practices. It was based on questionnaires filled out last autumn by delegates attending NAB fall conferences. Editorializing discussions were conducted at each of the eight conferences.

Attending the committee meeting besides Messrs. Keese and Baudino were Simon Goldman, WJTN Jamestown, N. Y.; Daniel W. Kops, WAVZ New Haven, Conn.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Robert L. Pratt, KGGF Coffeyville, Kan., and G. Richard Shafto, WIS-TV Columbia, S. C.

Marks Nominated as FCBA Head

Leonard Marks has been nominated for presidency of the Federal Communications Bar Assn. in the coming year. Nominations will be acted upon by the organization's membership at the annual banquet Jan. 9 in the Sheraton Park Hotel in Washington [PROFESSIONAL SERVICES, Dec. 15]. Other nominees: Frank U. Fletcher, first vice president; Robert M. Booth Jr., second vice president; Edward F. Kenehan, secretary; E. Stratford Smith, treasurer; John H. Midlen, assistant secretary; Theodore Baron and Arthur H. Schroeder, each for a three-year term on the executive committee; Donald C. Beelar, for a one-year term to fill the unexpired term of the late Verne R. Young, and outgoing FCBA President William C. Koplovitz, as delegate to the American Bar Assn. for a two-year term beginning after the ABA meeting in 1959.

Reps Elect Peters President Of SRA, Succeeding Headley

H. Preston Peters, president of Peters, Griffin, Woodward, station representative, was elected president of the Station Representatives Assn. succeeding Frank M. Headley, of H-R Representatives and H-R Television, who retires at the end of this year after a two-year term.

At the annual membership meeting Wednesday (Dec. 17) in New York, the following were elected:

John Blair of John Blair Co., vice president; Eugene Katz of The Katz Agency, re-elected treasurer; Richard O'Connell of Richard O'Connell Inc., re-elected secretary, and Adam Young of Adam Young Inc., elected to a three-year board term. Directors for 1959: Messrs. Peters, Headley, Blair, Katz, O'Connell, Young and Joseph J. Weed of the Weed firm and Lewis H. Avery of Avery-Knodel.

Country Music Assn. Opens Office

The Country Music Assn., a group of radio-tv station owners, disc jockeys, publishers, etc. [TRADE ASSNS., Dec. 1], has opened headquarters at 604 Exchange Bldg., Nashville.

Organizational plans will be made final and committees appointed at a Jan. 10-11 board of directors-officers meeting at the Hermitage Hotel, Nashville. Mrs. Jo Walker has been appointed CMA office manager.

KMJ-TV

Leads in Fresno

KMJ-TV in the Billion-Dollar Valley of the Bees

Leads in syndicated shows — with these top shows: Highway Patrol, Death Valley Days, Burns and Allen, People's Choice, Decoy, African Patrol, Robin Hood and Buccaneers.

KMJ-TV • FRESNO, CALIFORNIA • The Katz Agency, National Representative

THE KOBY RECORD IS TOPS IN SAN FRANCISCO

Forget the others—because the hit number in San Francisco is 85.4% (Adults in Audience Composition—June Nielsen). KOBY is the top seller—keeps its loyal San Francisco audience in a *buying* frame of mind! No double spotting!

10% discount when buying KOBY—and KOSI, Denver!

KOBY 10,000 Watts in San Francisco

See PETRY—and get on the KOBY Hit Parade!

For Greenville, Miss.—**WGVM**

Mid-America Broadcasting Co.

NTA'S DREAM PACKAGE
of 85 feature films from the studios of 20th Century-Fox and other important producers

Each and every one of the 85 feature films in this distinguished group offers a sales and rating dream! top-flight stars, first-rate pictures.

THIS ABOVE ALL
Tyrone Power, Joan Fontaine, Thomas Mitchell

CALL NORTHSIDE 777
James Stewart, Lee J. Cobb, Richard Conte

MOTHER WORE TIGHTS
Betty Grable, Dan Dailey

THE RAINS CAME
Tyrone Power, Myrna Loy

HEAVEN CAN WAIT
Gene Tierney, Don Ameche

CALL OF THE WILD
Clark Gable, Loretta Young

ROAD TO GLORY
Fredric March, Lionel Barrymore

For the full story, get in touch *today* with . . .

NTA NATIONAL TELEFILM ASSOCIATES, INC.,
10 Columbus Circle. New York 19

BY THE ROCKETS' RED GLARE

The space age is rocketing into orbit all around.

Press Wireless Inc., New York, which operates in the international radiotelegraph field, has applied for authority to provide its clients with voice communications with the first manned vehicle to reach outer space. And last month an RCA engineer posed the possibility of an earth satellite "post office" to a gathering of the American Rocket Society.

The FCC answered an earlier Press Wireless request [GOVERNMENT, Oct. 20, *et seq.*], to confirm the applicability of present licenses to outer space use, by informing Press Wireless that the Commission will consider such applications on a case-by-case basis. In asking the FCC for a Special Temporary Authority to cover two-way communication with manned vehicles in outer space, Press Wireless referred to either U.S. or U.S.S.R. vehicles.

"Since the firing of a manned vehicle or missile into the regions of outer space is of vital concern to everyone, the press and broadcast organizations will obviously wish to interrogate the first man to be placed into outer space in order to ascertain his reactions, his experiences and his well being," Press Wireless told the FCC.

In the case of the RCA engineer's speech to ARS, the possibility is raised that the stamp "via airmail" may in time be replaced by "send by sputnik."

Sidney Metzger, manager of communications engineering at RCA's Astro-Electronic Products Div., Princeton, N. J., told the annual meeting of ARS in New York that an earth satellite "post office" system that would transmit all first class and airmail letters via microwave radio signals (1,000-10,000 mc band) from the U.S. to Europe might one day come into being.

The way Mr. Metzger sees it, letters would be written on standard forms (reminiscent of the World War II "V-Mail" blank), their contents converted electronically into signals, shot out into space to a satellite repeating station thousands of miles above the earth at a longitude midway between the two hemispheres. From there, the signals would be beamed to an appropriate post office which would de-scramble the signal.

Thus, the letter now sent by surface mail (8 cents for the first ounce, 5 cents for each additional ounce) and requiring about 10 days for delivery would be sent within 2½ days and cost 12-15 cents per letter. Even the present airmail system (15 cents per half ounce) requires up to 4-6 days in most regions outside of major European cities.

How would RCA fit into this proposal? Suggested Mr. Metzger: Use the RCA "Electro-Fax" printer in combination with a special thin-window display tube now being developed by RCA.

Tv Shows, Networks Draw Fire Of Siragusa at Admiral Meeting

Tv programming in general and networks in particular have drawn a verbal broadside from Ross D. Siragusa, president of Admiral Corp., for alleged shortcomings on the domestic and international scenes.

Addressing the company's annual convention in Chicago Dec. 13, Mr. Siragusa said: "Television networks are offering the American people a thimbleful of imagination in programming and are throwing buckets of commercials on top of it. . . . One thing we are missing in television is the exciting kind of programming which, without a doubt, serves as a stimulus to television set ownership."

Mr. Siragusa has been occasionally critical of network operations, particularly with respect to color tv programming. Admiral itself has eschewed television advertising for several months, concentrating on print media.

He commented further, "We have barely begun to understand the great power for good lying comparatively dormant in the magic of television." He suggested the exchange of 30 minutes per week of free tv time between an American network and "the Russian tv home." As an example of creative television, he cited the telecast of the Papal coronation from Rome into France, Belgium and other Italian cities.

The manufacturing industry has reached the high saturation point, dipped and started another climb, generated by replacements and second-set purchases, he said. The replacement market has increased to the point where it now offsets the decline caused by saturation. In 1958, Mr. Siragusa noted, sales dropped 20% to about five million-plus units but should hit six million in 1959. Admiral expects a 25% increase in the upcoming first quarter over that period this year, he reported.

Radio Sets Up Before Holiday, Tv Receivers Off in November

Radio set production and sales increased in November as the holiday season approached but tv production and sales showed a drop.

Preliminary November estimates by Electronic Industries Assn. show 960,383 radio sets were produced in November compared to 922,508 in October and 993,491 in November a year ago. Radio set sales to consumers totaled 890,000 in November, 6% over the 837,821 in November 1957. October radio sales totaled 711,877.

Radio production totaled 7,185,537 sets in 11 months of 1958 compared to 7,937,069 in the same 1957 period, a drop of 9%. Radio sales to comsumers for 11 months of 1958 totaled 6,312,133 sets compared to 7,209,791 in the same 1957 period. Auto radios move directly to car manufacturers.

Production of tv sets totaled 439,904 in

November compared to 495,617 in October and 574,646 in November a year ago. Eleven-month tv output was 4,507,710 sets compared to 5,825,804 in the same 1957 period.

Television sales to consumers totaled 510,000 in November compared to 556,584 in October and 625,166 in November 1957. Tv sales for 11 months of 1958 totaled 4,671,496 sets compared to 5,755,559 in the same 1957 period.

Signal Corps Takes Delivery Of GE Mobile Color Tv Unit

A fully-equipped mobile color tv unit has been delivered by General Electric to the Army Signal Corps Pictorial Center, Long Island City, N.Y. Described as the "first complete color tv studio on wheels," it was designed and developed by the GE Technical Products Dept., Syracuse, N.Y.

The mobile unit, containing three color cameras, studio control equipment and complete audio gear, is housed in a 35-ft., 18-ton aluminum trailer. Use of transistors made it possible to reduce the standard size of color tv equipment and fit it in the trailer, according to William J. Morlock, general manager of the GE Technical Products Dept. An Army spokesman said the mobile unit, will be used for "various training and operational activities."

EIA Releases Standards

Four new sets of recommended standards of the electronics industry are being made available by Electronic Industries Assn. They cover test methods for component parts, broadcast microphones cables, ratings on hookwire and the measurement of direct interelectrode capacitances. Copies may be obtained at EIA Engineering Dept., 11 W. 42d St., New York 36 (minimum charge of $1 on all orders).

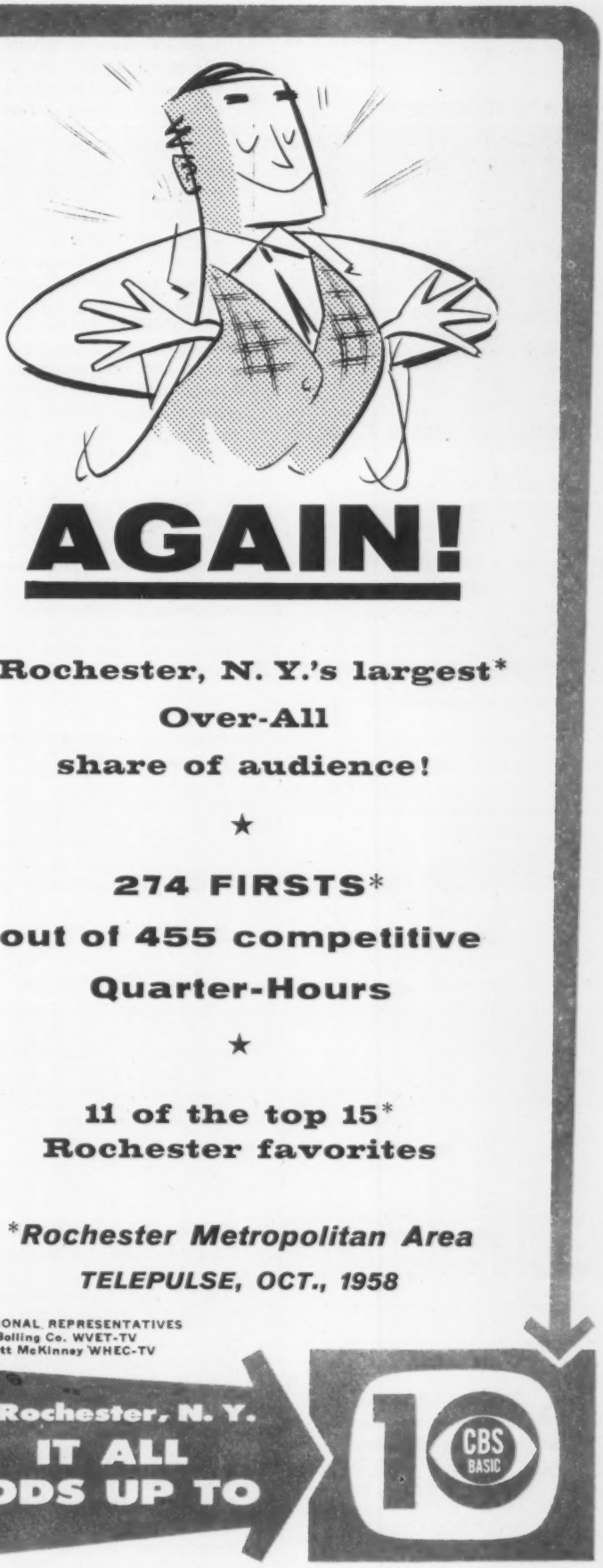
MANUFACTURING SHORTS

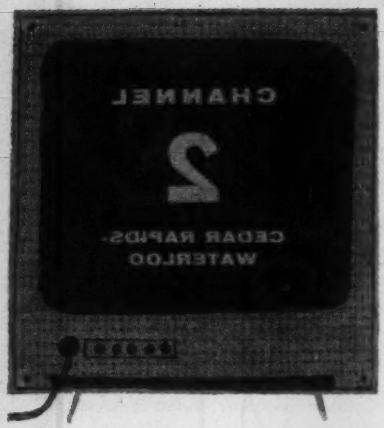
RCA's electron tube division, Harrison, N. J., announces that starting in January division will offer two distinct lines of tv picture tubes for black-and-white sets—all-new premium line and "economy-priced" factory-rebuilt line. Prices of lines and other marketing information will be announced during week of Jan. 5.

Miratel Inc., St. Paul, Minn., announces video monitor designed for educational, industrial and broadcast fields. Unit, model L59B, features metal cabinet and 90 degree aluminized kine, and gives better than 500 line resolution with stable vertical hold circuitry for use with industrial cameras. Series is available in 17″ screen and is priced at $189. Write Miratel Inc., 1080 Dionne St., St. Paul.

General Electric's communication products department, Lynchburg, Va., has introduced new series of equipment designed to operate in 6 kmc band.

Dage Television Div., Thompson Ramo Woolridge Inc., Michigan City, Ind., announces introduction of completely transistorized military tv system. Called MTS-4, system is engineered "to meet adverse military environment specifications."





Inside Eastern Iowa tv.

(WMT-TV, represented nationally by The Katz Agency, covers over half of the tv families in Iowa, dominates Cedar Rapids, Waterloo and Dubuque, three of Iowa's six largest cities.)

MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

CBS-TV 'Minimum Buy' Policy Outlined to Agencies, Sponsors

CBS-TV made it official last week, formally announcing its new "minimum buy" policy—as a substitute for its current "must-buy" station list—to advertisers and agencies.

As spelled out in a closed-circuit report to affiliates a week earlier [NETWORKS, Dec. 15], the new plan will scrap the present must-buy list and substitute a policy that advertisers will be able to cancel after 13 weeks unless they buy stations representing at least 80% of the gross network rate card (in the case of nighttime programs) and a minimum of 75% of the card (for daytime shows).

The new policy applies to new and renewed orders placed after March 1. William H. Hylan, sales administration vice president who sent out the letters explaining the new approach, asked that "any current advertiser desiring to change his lineup after March 1, 1959, must communicate with us not later than Jan. 15, 1959, so that we can work out the date on which such changes, if any, can be made effective."

Mr. Hylan's letter noted that if CBS-TV accepts any order which "omits any significant section of the U.S.," the network will reserve the right to cancel after 13 weeks by giving 60 days' prior notice.

"In addition to our requirement that substantial national coverage be provided," Mr. Hylan's letter continued, "we naturally must recognize the needs and desires of co-sponsors. This will, of course, continue to be a consideration in the orderly administration of our new plan."

The letter confirmed that no nighttime sponsor and only two daytime advertisers currently buy less than the minimum set under the new plan. CBS-TV officials declined to identify these.

Tv Network Regrouping in Maine

Television network affiliations in Bangor, Me., will change on Feb. 1, with WLBZ-TV (ch. 2) moving from CBS-TV to NBC-TV and WABI-TV (ch. 5) going to CBS-TV. In addition, WAGM-TV Presque Isle, Me., (ch. 8), under the same ownership as WABI-TV but now an NBC-TV primary affiliate, will join CBS-TV as an Extended Market Plan affiliate on Feb. 1. WABI-TV is owned by Community Telecasting Service and WAGM-TV by a community subsidiary, Aroostook Broadcasting Corp., with Horace A. Hildreth as president and Leon P. Gorman Jr., as executive vice president of both. WLBZ-TV is one of the Adeline B. Rines Stations and is operated by William H. Rines, president, and Rudolph O. Marcoux, general manager.

KRMG Signs as CBS Affiliate

KRMG, Meredith Publishing Co.'s 50 kw outlet in Tulsa, Okla., has signed with CBS Radio effective Jan. 5, when the network's new Program Consolidation Plan takes effect. The move is being announced today (Dec. 22) by Fred Bohen, president of the station, and Arthur Hull Hayes, president of CBS Radio.

THE BIG RED LIGHT

Radio listeners will be invited to tune in their CBS affiliate next month when the Public Affairs Dept. of CBS News airs an hour-long documentary tentatively titled *The Business of Sex*—an inquiry into how big business uses prostitution to further its goals. It will be produced by Unit One.

Astaire-DuPont Show Conflict Resolved by Networks, Agencies

In a rare display of inter-network and agency magnanimity, CBS-TV, NBC-TV, BBDO and Leo Burnett Co. last week solved a problem which—if left unresolved—would have endeared them to no one, least of all the tv critics.

With CBS-TV scheduling Talent Associates' adaptation of James M. Barrie's "What Every Woman Knows" on the E. I. DuPont de Nemours *Show of the Month* Jan. 28, 10-11 p.m., and NBC-TV scheduling a repeat showing of *An Evening with Fred Astaire*, this fall's successful one-shot for Chrysler Corp., same day and time, it became apparent that something had to be done if one network's audience wasn't to cancel out the other's investment.

Burnett and NBC-TV, after meeting with their counterparts "across the way" (presumably on neutral territory) decided to give way, felt it would be less trouble to reschedule the film recording than it would to juggle a live production. Result: the Fred Astaire repeat will be shown "sometime in February."

Vigor of CBS Radio Business Seen as Endorsement of PCP

Despite such initial setbacks as several station disaffiliations, CBS Radio's Program Consolidation Plan is winning "emphatic dollar acclamation," sales vice president John Karol is reporting today (Dec. 22). Proof of CBS Radio's PCP pudding: new and expanded program buys totaling $4,136,000 net since the plan was announced last month.

Contributing to the network's biggest 30-day billings volume "in recent history," CBS said, were such blue-chip radio advertisers as Bristol-Myers (Mum, Minit-Rub, Sal Hepatica), Lewis-Howe Corp. (Tums), Lever Bros. and Scott Paper Co. Many of the orders are for 52 weeks commencing Jan. 5, when PCP gets underway. Other advertisers signing CBS Radio contracts included Q-Tips Sales Corp., Stewart-Warner Corp., General Electric Co. (Lamp Div.) and Standard Packaging Corp.

What is more, Mr. Karol cited the "silent endorsement" offered PCP by such steady CBS Radio clients as Grove Labs, William Wrigley Co., General Motors, R.J. Reynolds Tobacco Co., Campbell Soup Co., Kitchens of Sara Lee—none of which has shown dissatisfaction with the new plan.

Said a CBS Radio spokesman last week, amplifying both Mr. Karol's remarks and the fact that CBS Radio's business outlook looks brighter—because of and/or despite PCP—"in the final analysis, money talks."

Unobtrusive Courtroom Coverage By KBBA Benton, Ark., Lauded

Radio coverage of a murder trial at Benton, Ark., was at no time disturbing, according to Circuit Judge Ernest Maner. "I was agreeably surprised at how well it was done," he said after Lavelle Langley, co-owner of KBBA Benton, reported the entire trial by using a microphone concealed in his inside coat pocket.

Preston Bridges, co-owner of KBBA, operated the controls from the judge's chambers. O. Wendell Hall, a defense attorney, said after the trial that "lawyers and judges feel there should be more leeway given to news services."

Mr. Langley said many in the courtroom didn't know the trial was on the air. He said all listener reaction received by the station had been favorable and added that KBBA advertisers had been "especially favorable in their comments." The defendant, found guilty of first degree murder, was sentenced to life imprisonment.

DATELINES

Newsworthy News Coverage

OMAHA—A simulcast over WOW-AM-TV Omaha, Neb., in which a mother pleaded with her son to surrender to police, is attributed by the station with the capture of an armed man who was holding a couple hostage in their home. Shortly after the mother's appeal, the son telephoned her. She arranged with him to meet WOW newsman-photographer Grantland Rice, but her boy was arrested en route.

ATLANTA—WGST Atlanta reports it used hand signals to score a scoop in announcing the verdict in the case of the men accused of blowing up a local Jewish Temple. News Director Bill Hines stationed himself near a window inside the courtroom. When the jury made its announcement, Mr. Hines gave previously arranged signals to a colleague standing by outside the court which were interpreted as the verdict and phoned to WGST. By this means they beat a half-hour delay while the judge kept the court closed to instruct the jury.

CHARLEVOIX—WPBM-TV Traverse City and WNEM-TV Bay City, both Michigan, covered at close range the breakup of the freighter *Carl M. Bradley* off Charlevoix, Mich., in the Great Lakes.

Les Biederman, general manager of WPBM-TV, broadcast directly from Traverse City's Coast Guard Air Sea Rescue's operations center. He fed news to the station's viewers, to listeners of its affiliate WTCM and to about 48 other stations. Except for a two-hour respite WPBM-TV stayed on the air continuously until the final news came in that out of the 35 aboard *Carl M. Bradley*, 33 had drowned.

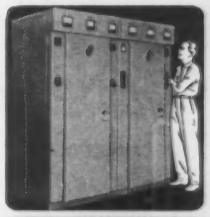
WNEM-TV newsman Dick Brasie and photography director Charles Ray obtained aerial shots of the hunt for the ship and interviewed the two survivors for the NBC-TV network.

PRINEVILLE—Al Wallace, KING Seattle, Wash., newsman, telephoned Stanley Robinson, who was keeping police away from his Prineville, Ore., home with a rifle. Mr. Wallace taped the conversation in which he vainly tried to dissuade the armed man from taking his own life. The recording later was broadcast in newscasts over KING.

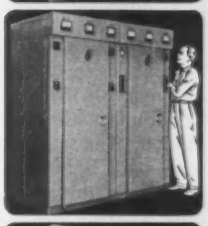
SHELTON—Bridgeport (Conn.) Superior Court Judge Thomas E. Troland gave WADS Ansonia permission to broadcast the recount of election returns in Shelton, both Connecticut. When news director Alan Fletcher submitted the request, the judge replied that although he feels he must obey Canon 35 which prohibits microphones in courtrooms, "I believe that this [polling station], technically, is not a courtroom and so the dignity of the court could not be hampered."

DERBY DAY for KYA San Francisco salesmen came when station personality Seamus O'Hara (upper inset) came to work sporting a bowler hat. The style caught on and derby wearers now include (standing l to r) Howard Lavin; Ronald Kahn (sales manager); Morton J. Wagner (executive vice president of the Bartell Group stations and KYA manager), and James Mergen. Seated (l to r): John Colon, Lawrence Wood and Charles Johnson.

KPAM
Portland, Oregon

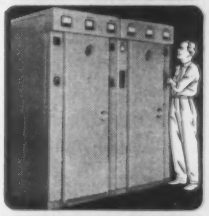


CKRC
Winnipeg



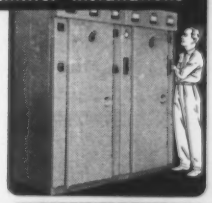
CKRM
Regina

CKCK
Regina

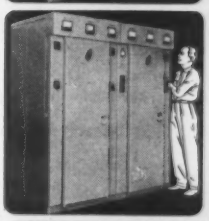


11 installed!
New Continental Electronics 315B/316B
5-10 Kw AM Transmitter installations

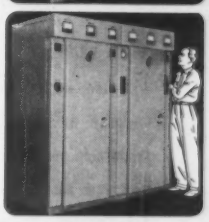
CJCA
Edmonton



CJNB
N. Battleford



CKSB
St. Boniface



CJAD
Montreal

and 315B transmitters now installed as drivers for the new 50,000 watt transmitters at WJR, Detroit . . . WOAI, San Antonio . . . KLIF, Dallas

SEND FOR BROCHURE

Continental Electronics Co.
MANUFACTURING COMPANY
DALLAS 27, TEXAS

Representative: Dallas, Detroit, Los Angeles, Seattle, Graybar Electric Company, Inc.
Other areas: Visual Electronics Corp. — 342 West 40th St., New York 18, N. Y.
Canadian Distributor: Northern Electric Company, Ltd., 1600 Dorchester St., West; Montreal, Quebec, Canada
Export: Continental Electronics Mfg. Co., 431 Fifth Ave., New York 16, N. Y.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WICC-AM-TV BRIDGEPORT, CONN. • Sold to Kenneth M. Cooper and investing associates by the Bridgeport Broadcasting Co., Phillip Merryman, president, for $1.7 million. The sale terms prohibit Mr. Merryman and Vice President Manning Slater from operating competitively within a 50-mile radius. Mr. Cooper, formerly sales manager of WORC Worcester and vice president of WTRY Troy-Schenectady, is consultant to WPOP Hartford and WBBF Rochester. The sale was handled by Allen Kander & Co. WICC-TV is on ch. 43 and is affiliated with ABC-TV. WICC is on 600 kc with 1 kw, day, 500 w, night, directional antenna same pattern day and night.

WSRS CLEVELAND, OHIO • Sold to United Broadcasting Co. (Richard Eaton) by S. R. Sague, 95%, for $306,000 plus a consultant's fee of $20,000 per year for five years. The sale was handled by Blackburn & Co. Mr. Eaton sold WJMO Cleveland last week. WSRS is on 1490 kc with 250 w and is affiliated with ABC and MBS.

Approval of purchase of WSRS by multiple owner John W. Kluge [CHANGING HANDS, Aug. 4] had been withheld by FCC because Mr. Kluge is principal in WLOF-TV Orlando, Fla. (ch. 9), grant of which was reversed by the U.S. Supreme Court for a check of alleged *ex parte* activity, and FCC policy of withholding action on other transactions involving principals in such cases. Meanwhile, Mr. Kluge has bought 21.75% of Metropolitan Broadcasting Corp., which owns WHK Cleveland, among other properties [AT DEADLINE, Dec. 1].

WJMO CLEVELAND, OHIO • Sold to Preston G. Tuschman by Richard Eaton for $250,000. This sale does not include the call letters of the station. Mr. Tuschman, formerly broadcasting talent, is assistant general manager of Frank Steel Products Co., Toledo, Ohio. The sale was handled by Allen Kander & Co. WJMO is on 1540 kc with 1 kw, day.

WZIP COVINGTON, KY. • Sold to Greater Cincinnati Radio Inc. by WZIP Broadcasting Inc. for approximately $200,000. Greater Cincinnati Radio equal owners are: Edward Skotch, president and general manager, formerly with ABC in Chicago and NBC in Hollywood; Donald Balsamo, vice president and sales manager, veteran advertising executive, and Monte Fassnacht, vice president and secretary, presently technical director of the Civic Opera House in Chicago. Ed Weston, currently vice president and general manager of WZIP, will remain as a consultant to the new owners; no changes in staff are contemplated. The sale was handled by R. C. Crisler & Co. WZIP is on 1050 kc with 250 w, day, directional.

KTOW OKLAHOMA CITY, OKLA. • Sold by W. P. Wright and associates to KTOW Inc. for $150,000. KTOW Inc. comprises William D. Schueler, 20%; Paul E. Taft, James M. Stewart and F. Kirk Johnson, each 26.6%. Same group owns KJIM Fort Worth, Tex. Mr. Taft owns KHGM (FM) Houston and 10% of KGUL-TV Galveston-Houston, Tex. The selling group owns KWKC Abilene, Tex., and KVWO Cheyenne, Wyo. KTOW is on 800 kc with 250 w, day, and is affiliated with MBS.

APPROVED *The following transfers of station interests were approved by the FCC last week. Also see* FOR THE RECORD, *page 62.*

WTRF-TV WHEELING, W. VA. • Sold to WTRF-TV Inc. by Tri-City Broadcasting Co. (Thomas Bloch and family, 30%, the Dix brothers, 31%, News Publishing Co., 30% and Robert W. Ferguson, 8%) for $1.68 million. The Dix brothers (Albert V., Raymond E., Robert C., and Gordon C.) are majority owners of the new firm. The Dix brothers publishing interests include: *Daily Record,* Wooster; *Evening Record,* Ravenna-Kent; *Crescent-News,* Defiance, and *Times-Leader,* Martins Ferry, all Ohio. They also own WWST Wooster and WRAD Radford, Va. WTRF-TV is on ch. 7 and is affiliated with NBC.

KWEB ROCHESTER, MINN. • Sold to Olmstead County Broadcasting Co. (W. John Grandy, president) for $75,000 by Rochester Music City Inc. Assignee stockholders have interests in WECL Eau Claire, Wis., KBIZ Ottumwa, Iowa, KDAL Duluth, Minn., and WQUA Moline and WQUB Galesburg, both Illinois. KWEB is 1270 kc, 500 w day.

Is this *your* Doctor?

Obviously the wrong man for the job. He probably is a good tree surgeon, but not a good people surgeon. Station owners sometimes are doctors. They make diagnoses but sometimes not correctly. There's an M.D. (media doctor) who can aid an ailing station with the medicine it needs. Blackburn and Company has the capital available now for refinancing your broadcast property through a new lease back arrangement. Consult Blackburn and Company, for financing, negotiations, and appraisals.

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO-TV-NEWSPAPERS BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

CHRISTMAS is goodwill time as everyone knows and two competing St. Louis stations took it in good spirits last week when a time salesman for KTVI (TV), ABC affiliate, won a coveted prize donated by rival KMOX, CBS owned radio outlet, at an annual Christmas Party held by the St. Louis Ad Club. Robert Hyland (l), KMOX general manager, here congratulates Dick Kimball, KTVI sales, who won a two-week vacation for two in Hawaii.

NBC-TV Class Graded Success 1st Semester

The cooperation of American business, broadcasters and educators has made possible the first truly national experiment in tv education, Dr. Edwin P. Adkins, national coordinator of *Continental Classroom*, said Thursday. He offered the attendance figure of some 270,000 by the middle of the first semester in place of a maximum 100,000 anticipated, as an indication of the program's success.

Speaking at a news conference in Los Angeles in connection with a meeting of some 200 California educators, Dr. Adkins described the tv course in atomic age physics as a joint project of American Assn. of Colleges for Teacher Education, NBC and the Fund for the Advancement of Education. The half-hour program is broadcast five mornings a week by 144 stations, chiefly NBC affiliates, but also some educational tv stations and a few commercial stations not affiliated with NBC-TV.

The network carries the program from 6:30-7 a.m. Mon.-Fri., each station contributing its own out-of-pocket cost of starting operations at that early hour, which, Dr. Adkins said, ranged from $50 to $200 per day per station, in addition to making the time available without charge.

Production cost of the educational series estimated at $1.25 million for the full year is being financed by the Ford Foundation and the Fund for the Advancement of Education, with the assistance of six leading organizations: Bell Telephone System, General Foods Fund, International Business Machines, Pittsburgh Plate Glass Foundation, Standard Oil Co. of Calif., and United States Steel.

The $1.25 million figure covers the cost of the program, chiefly the union fee (American Federation of Television & Radio Artists) of $189 per broadcast paid to Dr. Harvey E. White, U. of Calif. physics professor who is chief lecturer, plus line charges and administrative costs.

In answer to a question, Al McNay, public relations director of Standard Oil of Calif., west coast sponsor of *Continental Classroom*, said that the costs of such sponsorship are only a small part of what his company and the other sponsors spend in aid to education.

Dr. Adkins, who is on leave as director of education at the New York State U. College for Teachers to serve as national coordinator of *Continental Classroom*, said the tv course was designed primarily to bring high school science teachers up to date on recent developments in nuclear physics. "We feel we've been fairly successful," he stated.

In addition to the high school teachers, *Continental Classroom* has attracted many engineers, technicians, housewives, high school and college students and others. Actually, Dr. Adkins said, the programs early morning hour has helped rather than curtailed viewers. Those who really are interested are able to take the course at 6:30 a.m. without interference from other daily activities.

Only some 5,000 of the 270,000 viewers have enrolled in the course for credit at one of the 250 cooperating colleges and universities, Dr. Atkins said, but 27,000 students sent 50 cents apiece for a syllabus. A number of companies, he said, have sizable groups who watch the tv classes individually, then get together to discuss what they have seen under the guidance of one member who has enrolled at one of the educational institutions.

Most of the students, he noted, "need the knowledge, not the credits. There's no reason for them to pay tuition."

U.S. Office of Education Group Approves $127,500 in Projects

Six projects costing $127,500 were approved last week by the U.S. Office of Education's new national advisory committee on the use of television, radio, movies and tape recordings in education. The action flowed from a two-day meeting in the nation's capital.

The approved projects included $75,000 for film studies of good teaching procedures. They were part of approximately 60 projects submitted for consideration, according to the Office of Education. Other projects will continue to be considered, including the purchase by educators of commercial tv time for instruction.

The advisory committee includes leaders in education, communication and interested members of the public. It has a congressional appropriation of $1.5 million so far this fiscal year under the National Defense Education Act [EDUCATION, Dec. 8].

Hardy Scholarship Proposed

The award of an annual scholarship for undergraduate study at the U. of Utah, to be known as the Ralph W. Hardy Memorial Scholarship, has been proposed by friends and associates of the late CBS vice president. Mr. Hardy died in July 1957 after a heart attack suffered while on vacation in Utah. He was a graduate of U. of Utah and had held executive posts at KSL Salt Lake City and an NAB vice presidency before joining CBS.

EDUCATION SHORTS

Columbia U.'s center for mass communications and Stephen Sharff Productions have produced documentary series titled *Decision: The Constitution in Action*. Divided into six sections, first program was presented over country's 32 non-commercial tv stations Dec. 5. Names such as John Adams, Thomas Jefferson, James Madison and John Marshall provide dramatic backdrop as history of Supreme Court and manner in which it has received its power is traced.

Rochester (N. Y.) Area Educational Tv Assn. debuted Dec. 13 through cooperation of city's three commercial tv stations with series titled, *College Next Fall*, over WROC-TV. Second etv series, *Genesee County*, will be seen over WHEC-TV beginning Jan. 7, 1959. Third series, *The Scientific Method: Servant of Industry*, begins Jan. 13 on WVET-TV.

QUAD - CITIES
ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT
now the nation's
47th
TV MARKET
according to Television Age Magazine
RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!
WHBF-TV
CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
Represented by Avery-Knodel, Inc.

THE BIG "T" IN
WESTERN
MONTANA
KMSO-CH. 13
Television
CBS—NBC—ABC
•
Tremendous coverage
Terrific results
•
ASK GILL-PERNA
KMSO—MISSOULA

WHEN THEY SAY YOU'VE COMMITTED
LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

Be ready with our unique
INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.

13
WGAN-TV
Portland, Maine

Represented by
Avery-Knodel, Inc.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

ROBERT E. LUSK, president of Benton & Bowles Inc., N. Y., and **ARTHUR H. MOTLEY,** president of Parade Publications, named to board of directors of Advertising Federation of America.

MR. MATTHEWS MR. COULSON MR. WRIGHT

LEONARD S. MATTHEWS, v.p. of Leo Burnett Co. N. Y., since 1956, named executive in charge of media and research depts.; **JOHN COULSON,** manager of research dept. since 1954, to continue in this capacity, and **THOMAS A. WRIGHT JR.,** media dept. manager since 1957, to continue heading media dept. and elected v.p.

ELSWORTH L. TIMBERMAN and **ANDREW J. SHEPARD,** account executive in New York and Detroit offices of Kenyon & Eckhardt, respectively, elected v.p.'s.

BRUCE S. SHANNON, formerly v.p. and controller, elected v.p.-finance; **FRED C. WILSON,** formerly production manager, elected v.p.-manufacturing, and **JAMES A. PARCHMANN,** formerly assistant controller, elected controller, of Drackett Co., Cincinnati.

LYNN LEDBERRY, marketing director of Cole of California, rejoins Carson/Roberts/Inc., L. A., on Jan. 5, 1959, as v.p. and stockholder and member of plans board. She resigned as v.p. of women's products division of C/R in 1957 to join Cole.

CHARLES E. JOLITZ, assistant general manager, S.O.S. Div., General Foods Corp., to general manager.

SAMPSON M. MITTELMAN, sales manager for Victor H. Meyer Distributors, N. Y., to similar post at Sylvania Sales Corp., New Jersey branch, succeeding **A. S. ROSS,** resigned.

DONALD G. CUTLER, account supervisor for Erwin Wasey, Ruthrauff & Ryan Inc., L.A., appointed manager of new EWR&R industrial division.

LOUIS R. BRUCE, executive of Dairymen's League Cooperative, N. Y., to Burke Dowling Adams Inc., N. Y., as director of agency's food products division.

ERIK A. AHLSSON, president of Facit Inc., to Anderson & Cairns Inc., N. Y., as European representative.

RICHARD E. WEISS, formerly advertising and sales promotion manager for Easy Laundry Appliances, division of Murray Corp. of America, Chicago, joins Coolican, Coe & Coolican Inc., Syracuse (N. Y.) advertising and public relations agency, as v.p. of industrial advertising and merchandising.

CHARLES NORWOOD, formerly news and special events director at WHCT (TV) Hartford, Conn., and **JEROME H. LOWENGARD,** who headed J. H. Lowengard Co., West Hartford advertising agency, announce formation of Norwood & Lowengard Assoc., West Hartford. Firm deals in public relations, advertising and publicity.

MRS. ANNE ZANES named director of survey services, American Research Bureau, Beltsville, Md., and will headquarter in New York. **MRS. ISABEL BROWN** named field staff director.

HAICO J. NOONBURG, formerly with Dowd, Redfield & Johnstone, N.Y., to Bryan Houston, same city, as art director.

ROBERT DARLING, retail advertising supervisor of Montgomery Ward & Co. and previously with Campbell-Mithun, McCann-Erickson and Erwin Wasey, Ruthrauff & Ryan, to copy staff of Waldie & Briggs, Chicago.

BRAD IRWIN, formerly with Wayne Steffner Productions, Hollywood, to Cayton Inc., N. Y., as copywriter in its tv department.

R. BARRY LOCKWOOD, formerly with McCann-Erickson, N. Y., to Robert Otto & Co., that city, in client service department.

FILM

DONALD HYDE, currently executive producer of Gross-Krasne-Sillerman film series, *"Glencannon,"* appointed GKS executive producer in charge of foreign production, headquartering in London.

ROBERT WALKER, head of casting for Review Productions for past eight years, appointed to same post at 20th Century-Fox Television, effective Jan. 1, 1959.

JOHN A. BYERS, former sales manager, Tele-Pictures Inc., L. A., to west coast representative, Sterling Television Co.'s Sterling-Movies U.S.A. Sterling offices are at 1469 Vine St., Hollywood.

SIDNEY KRAMER, formerly with RKO Radio Pictures, to National Telefilm Assoc. as foreign distributor and film coordinator.

JEFF DAVIS, formerly southern division manager, Official Films, and sales manager of Official's re-run division, appointed account executive of Telestar Films, Atlanta office.

J. EDWARD OWENS, formerly on sales staffs of MCA-TV, Associated Artists Productions, and Official Films, to ABC Films Inc. as central division account executive covering Texas, Oklahoma, and western Louisiana.

HARRY S. FRANKLIN signed as production supervisor of *The Dennis O'Keefe Show,* 39 half-hour situation comedy tv series under production by Cypress Productions for United Artists Tv on Hal Roach lot.

DEVERY FREEMAN has joined production staff of Desilu Productions. His first assignment is *Martin's Folly,* comedy by Calvin J. Clemens, purchased by Desilu for Westinghouse Desilu Playhouse.

OTIS CARNEY, formerly with J. Walter Thompson as producer, to Mark VII Ltd., Hollywood, as writer-producer.

ADOLF ALDRICH, free lance scenic designer for past eight years, to Transfilm Inc., N. Y., as motion picture scenic designer.

ROBERT BLEES and **JULES BUCK** have purchased tv rights to 36 short stories of Roy Vickers, British mystery writer, for tv series to be filmed with title, *Dept. of Dead Ends.* Mr. Buck will produce 39 half-hours adapted by Mr. Blees, who will serve as associate producer.

HARRY R. (TIM) MOORE, 70, who played "Kingfish" in *Amos 'n' Andy* tv and radio series, died Dec. 13 in Los Angeles following lengthy illness.

NETWORKS

DAVID SCHOENBRUN, Paris bureau chief of CBS News, elected president of Anglo-American Press Assn., succeeding **GEOFFREY MYERS,** *London Daily Telegraph.*

JACK KELLY, formerly with sales staff of ABC-TV, appointed Mutual account executive.

BERTRAND SILEN, 58, NBC News correspondent in Manila before and after World War II, died Dec. 12 in Palo Alto, Calif., after brief illness. Mr. Silen owned and operated KZRH Manila and was NBC's correspondent in the Philippines when islands fell. He was interned in Santo Tomas prison for 37 months during war.

STATIONS

MR. GRUMBLES

WILLIAM H. GRUMBLES, division manager of WHBQ-AM-TV Memphis, RKO owned and operated stations, appointed v.p. of RKO Teleradio Pictures Inc., and assigned to RKO headquarters staff in New York. Mr. Grumbles will work with all RKO radio and television stations, reporting directly to Thomas F. O'Neil, president.

CHESTER KEFFER, formerly business manager of WHCT (TV) Hartford, Conn., appointed to similar capacity for WTIC-AM-FM-TV Hartford.

HOWARD HAMAN, v.p.-manager, KXOA Sacramento, Calif., named general manager.

RAY MOFIELD, formerly general manager of WCBL Benton, Ky., named stations manager of WPAD-AM-FM Paducah, Ky.

JAMES H. QUELLO, with WJR Detroit past 11 years, appointed operations manager. **REGINALD P. MERRIDEW,** formerly managing director at WJW Cleveland, to WJR as program manager. Both appointments effective Jan. 1, 1959.

JOHN F. BOX JR., executive v.p. of Balaban stations, named to executive committee, St. Louis 1959 March of Dimes campaign.

NEAL EDWARDS, formerly station manager of KABR Aberdeen, S. D., to KXAB-TV, that city, in similar capacity. KXAB-TV, primary NBC affiliate, began broadcasting last Thanksgiving Day.

MURRAY V. TESSER, formerly with WJAR-TV Providence, R. I., named assistant manager of WHYN-TV Springfield, Mass.

ART HOLT, formerly general manager of WTAW Bryan, Tex., to WEZE Boston, as sales manager.

HOWARD W. COLEMAN, formerly station manager of WMAQ Chicago, appointed administrative assistant to president, Gross Telecasting Inc., Lansing, Mich., and put in charge of WJIM Radio.

MR. EVANS

JAMES W. EVANS, formerly promotion manager at WSOC-TV Charlotte, N. C., to similar capacity at WTAR-AM-TV Norfolk, Va., succeeding **HAL POWELL,** who continues as assistant promotion manager.

JACK KENASTON, in charge of advertising, promotion and merchandising for KRCA (TV) Los Angeles, appointed program manager, succeeding **JOHN HINSEY. FRANK HOVORE,** supervisor of sales promotion and advertising promoted to manager of advertising, press and promotion.

HAROLD H. SEGAL, formerly with WORL Boston, to WILD, that city, as general and commercial manager. **STAN RICHARDS, BILL MARLOWE** and **JOE SMITH** to WILD as air personalities, Mr. Richards also acting as program director.

JERRY B. DENNON, formerly with KOIN-AM-FM-TV Portland, Ore., named president and general manager of KUIK Hillsboro, Ore. **JOHN P. GILLIS,** formerly sales manager for James Fenwick food brokers, Portland, named v.p. and sales manager at KUIK. **RAY HORN,** formerly at KEX Portland, named program director. Other appointments: **ALLENE WHITEMAN,** office manager, and **DARRELL LORD,** account executive.

WILLIAM A. HOFTYZER resigns as general manager of KBAM Longview, Wash., to become general manager of KUTY Palmdale, Calif., effective Jan. 1, 1959.

JAMES F. WICKEMEYER promoted from assistant sales manager to sales manager of WKBV Richmond, Ind. **ROLAND L. NUSBAUM,** who has been WKBV commercial manager, appointed account executive.

LOREN HOLLEMBAEK, formerly with Needham, Louis & Brorby, Chicago, promoted from assistant sales promotion manager to sales promotion manager of WBBM Chicago, succeeding **DON YOUNG,** resigned.

BOB GILBERT, formerly production manager at WCKT (TV) Miami, appointed production manager of WSUN-TV St. Petersburg, Fla.

DANIEL T. PECARO promoted from program department staff to assistant program manager of WGN Chicago.

DOUG DAVENPORT promoted from assistant news director to news director of WISN-TV Milwaukee and **DON FROELICH** from staff to news director of WISN radio. Both replace **DON O'CONNOR,** news chief of both operations, resigned.

RICHARD J. MULLER, formerly director of news and special events for WHCT (TV) Hartford, Conn., appointed to similar capacity at WNBC (TV)-WKNB New Britain, Conn.

SUE ALLEN, formerly with Nelson Adv., Des Moines, Iowa, to KSO, that city, as continuity director.

JIM KARAYN, with KTLA (TV) Los Angeles' news department since 1955, promoted to assistant director of news. **JULIAN MacDONALD,** formerly with CBS News, joins KTLA news staff.

JERRY SANDERS, previously with WMBO Auburn, N. Y., to WDOS Oneonta, N. Y., as program director.

JIM STRONG, formerly with *Chicago Tribune*, to publicity staff of WBBM-TV, that city, as assistant to information service director.

LAWRENCE R. SMITH, formerly national advertising manager of Thomas Electronic Organ Co., Sepulveda, Calif., appointed general sales manager of Western Broadcasting Co., Hollywood, which is constructing fm station at Riverside, Calif.

PAUL H. DOWNS and **ROBERT WHITE** to WAVY Norfolk-Portsmouth, Va., as account executives. **LEE LEONARD,** air personality, promoted to program director, replacing **LEE ALLAN,** resigned to join WNTA Newark, N. J. **WILLIAM J. McCADDIN** appointed WAVY-TV account executive.

THOMAS R. PATE, national sales supervisor for KNX Los Angeles and CBS Radio Pacific Network, named account executive in sales department of KNX-CRPN, effective Jan. 19, 1959.

ED DUNBAR, formerly with KJBS San Francisco, to KNTV (TV) San Jose, Calif., as account executive.

KENNETH J. WRIGHT, formerly on sales staff of WWTV-TV Cadillac, Mich., to WPTA (TV) Ft. Wayne, Ind., as account executive. **DON HARRIS,** formerly with WUSN-TV Charleston, S. C., to WPTA as assistant program director.

JOE BOSTIC, formerly producer with WNTA-TV Newark, to WLIB New York as producer of *The Gospel Train* program.

ARTHUR WHITESIDE, formerly production manager for WOR New York, joins production-program staff of WLOS-TV Asheville, N. C.

ROD SYNNES, formerly announcer with WFRV-TV Green Bay, Wis., to WTMJ-AM-TV Milwaukee in similar capacity.

LEIF JENSEN to WDRC Hartford, Conn.

PROGRAM SERVICES

DICK RISING promoted from national sales promotion manager to director of merchandising department, Capitol Records Inc., Hollywood. Other appointments in CRI's merchandising division: **STEVE AULD,** former head of advertising production department, as director of advertising; **FRED RICE,** former manager of display department, as director of display arts department, and **VIC ROWLAND,** former manager of press relations, as director of press relations. New managers under Mr. Rising: **BILL MUSTER,** popular album merchandising; **JOHN COVENEY,** classical merchandising; **GEORGE SHERLOCK,** singles merchandising; **PERRY MAYER,** merchandising coordination, and **BOB BATES,** promotional production.

COMMANDER JAMES R. McKENZIE JR., USN, ret., formerly executive officer of Armed Forces Radio-Television Service in Hollywood, named manager of Highland-Sunset Div. of Radio Recorders Inc., Hollywood.

HAL PERSONS, formerly with Harry S. Goodman Productions, N. Y., appointed sales promotion manager of Van Praag Productions, N. Y., producer of tv film commercials and industrial films.

TRADE ASSNS.

ROBERT N. PRYOR, v.p. in charge of public relations at WCAU-AM-FM-TV Philadelphia, elected v.p. of Television & Radio Club of Philadelphia.

CHARLES S. BOREN, v.p. in charge of industrial relations for Assn. of Motion Picture Producers for past 11 years, appointed executive v.p. of AMPP, adding duties of chief administrator to those of labor negotiations.

BRYSON RASH, NBC newscaster, elected secretary of National Press Club. **LEW SHOLLENBERGER,** associate director of public affairs for CBS News, elected to 3-year term on board of governors.

Now! 50,000 watts

WAPI

Birmingham, Alabama

*5,000 nighttime

Represented nationally by the Henry I. Christal Co., Inc.

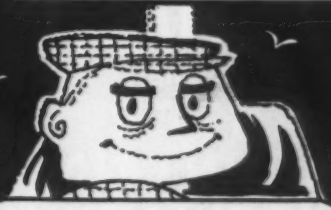
You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore WCAO

Radio Boston WCOP

Radio Chicago WJJD

Radio Memphis WMPS



Represented nationally by RADIO-TV REPRESENTATIVES, INC.

• NEW YORK • CHICAGO • BOSTON • SEATTLE • ATLANTA • LOS ANGELES • SAN FRANCISCO

PEOPLE CONTINUED

PROFESSIONAL SERVICES

FRANK TREMAINE, general manager of UPI News Pictures and UPI director, elected v.p.

MANUFACTURING

A. C. DeANGELIS named president and director of Radio Engineering Labs, wholly-owned subsidiary of Dynamics Corp. of America. Mr. DeAngelis continues as v.p. of Winsted Hardware and Reeves-Hoffman divisions of Dynamics Corp., posts he has held for eight years. He succeeds late David T. Bonner as REL president.

MR. DeANGELIS

J. GERALD MAYER, vice president of General Instrument Corp., and executive v.p. of Micamold Electronics Mfg. Corp., GIC subsidiary, named president of Radio Receptor Co., second GIC subsidiary.

GEORGE W. DeSOUSA, formerly with General Electric Co., appointed v.p. in charge of marketing for semiconductor division, Hoffman Electronics Corp., L. A., effective Jan. 1, 1959.

DAVID A. THOMAS, RCA manager of industrial business development, named v.p. and general manager of RCA's new industrial and automation division.

MELVIN B. JOSEFSBERG, formerly with Emerson Radio, appointed director of manufacturing, Olympic Radio & Tv, N. Y., division of Siegler Corp., effective Jan. 1, 1959.

COL. JAMES H. ROTHROCK, formerly vice-commander of Wright air development center, named manager of defense products, west coast electronic products department, RCA.

HAROLD M. EMLEIN, manager, RCA industrial and audio products department, named operations manager of industrial and automation division.

LEO G. RAPPOLI, formerly with General Electric Co., Lynchburg, Va., to CBS-Hytron, Danvers, Mass., as controller-semiconductor operations.

CLYDE W. FOSTER, Sylvania sales representative in Chicago area since 1957, appointed to newly-created post of midwest district sales manager for Sylvania Electric Products, parts division.

DAWSON L. NEWTON, previously with Ruthrauff & Ryan Co., N. Y., to Magnavox Co., Ft. Wayne, Ind., as public relations director.

CLARENCE A. NOVY, engineer at Motorola Inc., Chicago, appointed assistant to chief engineer of applied research, communications and industrial electronics division.

JARED SCOTT SMITH, previously supervisor of transmitter design for two-way radio units, General Electric Co., communications products department, Syracuse, N. Y., named manager of standard mobile design engineering. Other appointments: **RICHARD T. BUESING,** manager of electronic design; **A. G. MANKE,** circuit design engineer; **G. M. DEWIRE,** standard systems engineer; **J. P. COON,** mechanical standard engineer; **F. D. HANNELL,** product production engineer; **K. K. BAY,** transmitter design engineer, and **A. E. ENGLUND,** power devices design engineer.

EDUCATION

DR. GEORGE TOWN, formerly manager of engineering and research and assistant secretary of Stromberg-Carlson Co., Rochester, N. Y., and executive director of Television Allocations Study Organization, named dean of division of engineering at Iowa State College. **DR. DAVID R. BOYLAN JR.,** at Iowa State since 1948, named associate director of Iowa engineering experimental station.

INTERNATIONAL

STUART MacKAY, general manager of All-Canada Radio & Television Ltd., Toronto, Ont., on Jan. 1 becomes v.p. and managing director, succeeding as v.p., **GUY HERBERT,** retired.

PAULINE FREDERICK, NBC News UN correspondent, elected president of United Nations Correspondents Assn., becoming first woman and first radio-tv member to head group.

AWARDS

Two Get Farm Awards

Dewey Compton, farm director, KTRH-AM-TV Houston is the winner of American Farm Bureau Federation's top citation for distinguished radio-tv reporting. Another award presented at the federation's 40th annual meeting in Boston was to Roddy Peeples, farm director, KGNO Dodge City, Kan.

AWARD SHORTS

American Women in Radio & Television announces deadline for fifth annual competitive scholarship award of $500 will be Feb. 1, according to Dorothy H. Fuller, women's program director of WBET Brockton, Mass., and chairman of AWRT's 1959 Scholarship Committee. Scholarship is made to encourage academic study of radio-tv and thereby, greater participation by women in broadcasting as career. Announcement of winner will be made at 1959 annual convention in New York, April 30-May 3.

Caldwell Memorial Award Committee has requested members of Federal Communications Bar Assn. to submit any nominations for 1958 Louis G. Caldwell Memorial Award. Award "is made from time to time to an individual for a distinguished and important contribution to the advancement of communications jurisprudence." Nominations should be submitted to Vincent B. Welch, Communications Bldg., 710 14th St., N. W., Washington 5, D. C.

Hollywood Adv. Club will present its first Broadcast Producers Awards for best radio and tv commercials produced during 1958 in Los Angeles area at special luncheon meeting Feb. 9, 1959. Entry blanks and full details of competitions are available at Hollywood Adv. Club administrative office at 6362 Hollywood Blvd.

KMOX St. Louis and station's chief engineer, **Larry Burrows,** have each received citations from U. S. Weather Bureau, Washington, D.C., for KMOX's "Operation Weather Alert." Plan has been adopted by FCC, station reports, for use by radio and tv stations throughout country.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, awarded Sigma Alpha Mu fraternity certificate of merit for "distinguished community and philanthropic endeavors."

Jerome B. Gray, senior partner and founder of Gray & Rogers advertising agency, was twice honored before joint meeting of Poor Richard and Philadelphia Copy Clubs. Mr. Gray received Treasury department citation for his "outstanding efforts" as state chairman of advertising and promotion during recent U. S. Treasury bond campaign. Poor Richard Club awarded him its Medallion of Achievement.

James G. Hanlon, public relations manager of WGN-AM-TV Chicago, presented with 1958 "Leadership Award" from Chicago Federated and Women's Advertising Clubs for "outstanding services" in connection with CFAC-WAC radio-tv workshop clinics.

A TRIBUTE to broadcasters for "materially helping government meet its civilian personnel needs by broadcast of manpower spot announcements" was paid by the U.S. Civil Service Commission with a plaque award to NAB on the CSC 75th anniversary. Comr. Barbara Gunderson presented the award to NAB President Harold E. Fellows. Mrs. Gunderson is a former broadcaster, having worked at a number of upper midwest stations.

CSC Chairman Harris Ellsworth praised NAB and its member broadcasters for their outstanding help.

THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK

IMN-PACT WITH THE INTER MOUNTAIN NETWORK

Intermountain Network Affiliate

KGEM

BOISE, IDAHO—10,000 WATTS AT 1140

IS FIRST*

IN THE RICH BOISE VALLEY

* PULSE, Feb. 1958

HEADQUARTERS SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN

Musical Mirrors WDSU-TV's Past

A "birthday party" in the form of an original musical-comedy was telecast Friday (Dec. 19) by WDSU-TV New Orleans. The station commissioned the team of Lynn Duddy and Jerry Bresler to write an original score and lyrics for its 10th anniversary. Talent for the show included Vaughn Monroe, Denise Lor, Dick Van Dyke, Peter Gladke and Jacqueline Ravell, Hollywood starlet who began her career as WDSU-TV's "Color Girl," the station announced. Reflecting events in the first decade of the station and the tv industry, the show climaxed a week-long promotion which also included "presents for viewers."

Brochure Indexes Film Series

CBS Films has distributed to advertisers and agencies a black hard-cover "quick reference file" listing 31 film series in directory fashion. Entitled ". . . the best film programs for all stations," the sales brochure indexes the films by number and gives the selling points for each feature on separate illustrated pages. Numbered tabs facilitate turning to desired pages.

Considine to Focus 'Image'

Bob Considine, sportcaster and columnist, will take on the duties of "authenticator" and "communicator" in the NBC presentation of *Image Russia*, first in a special series of "audio documentaries" to be presented on the network starting Jan. 4. An "authenticator," the network explains, is "one whose experience and background qualifies him to determine the reliability and importance of each segment of materials, so that all components of the program are kept in correct focus." In his other chore of "communicator," Mr. Considine will be a link "with the many persons interviewed in Russia, Washington, London and Paris."

Call Anywhere Via KETV (TV)

An Omahan will be able to place a telephone call of his choice anywhere in the world as a result of the KETV (TV) Omaha "Christmas Call" contest. Viewers were invited to write the station nominating themselves or others to be given the privilege of making a five-minute long-distance call to relatives or friends, with their reasons. Rev. Walter Daniels, director of the Omaha Council of Churches, and Laura Jones, public information manager for the Omaha American Red Cross, are judging the entries for "sincerity and worthiness."

Teenagers Rally for WLW D.J.

Bob Braun, personality at WLW and WLWT (TV) Cincinnati, who during the past summer entertained more than 200,000 teenagers at weekend canteen parties in addition to his regular station schedule, won the plaudits of some 6,500 youngsters and citations from city officials at a special "Bob Braun Appreciation Day" telecast Nov. 30. Tickets to the 90-minute tv dance party, which featured guest recording stars, were sold at 50¢ per person by Mr. Braun's 200 high school "counselors." All proceeds were donated to a fund for aiding underprivileged children in the area. Costs for the show were absorbed by the Crosley Broadcasting Corp. The crowning of an Appreciation Day Queen, a motorcade and a news conference-breakfast for the talent and 50 high school editors were other highlights of the event.

Long Hair Wins WGAN-TV Prize

CBS-TV's musical presentation of O'Henry's "Gift of the Magi" Dec. 9 received local promotion by WGAN-TV Portland, Me., with its contest to find the woman with the longest hair. The station's winner was a Morrill, Me., woman whose tresses were 52 inches long. In addition to the award of free hair styling from the station, the winner is eligible to participate in a similar national contest, according to WGAN-TV.

KXLR Swaps Discs for Toys

Radio came to the aid of the Little Rock, Ark., U. S. Marine Corp. Reserve's Toys for Tots campaign this month. The exchange offer of one record for one toy enabled KXLR North Little Rock to collect more than 3,000 toys for delivery to needy children on Christmas morning. Some 3,000 records were given to persons who brought toys to the station in person, KXLR reports.

Listeners Spot WBT Sponsors

A WBT Charlotte listener in Alexis, N. C., was rewarded with $500 cash for

PROMOTION APPEAL

Defense for Tom Dooley (of hit song fame), who is awaiting the hangman's noose, has been organized in several successful station promotions. Among appeals reported to BROADCASTING:

Courtroom access has been granted CKNW Vancouver, B. C., to cover the People vs. Tom Dooley case, which the station reopened to aid its orphan Christmas fund. A transistor radio was promised the listener who furnished the most ingenious alibi for the legendary murderer. Entries were accompanied by 25 cents for court costs, which were contributed to the Christmas charity. Simulated trial proceedings are broadcast.

WTIX New Orleans reported that the doomed hero from the Tennessee hills came to life and for three weeks d.j. Rid Boudreaux pleaded with his listeners to send in their names for a giant petition to win a reprieve and eventual freedom by pardon for the "condemned" Dooley. More than 15,000 letters, telegrams and long-distance telephone calls, all voicing "Get Tom Dooley off," were received, according to WTIX. Mr. Boudreaux climaxed the promotion with a personal interview with Dooley.

For Action at Lowest Cost

86% of CBS Commercial Time is ordered on*

WTHI-TV
TERRE HAUTE
INDIANA
Channel 10

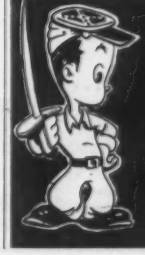
*Basis: 1958 Fall Schedule

Bolling Co., New York · Chicago
Dallas · Los Angeles
San Francisco · Boston

WRBL-TV
Announces
GENERAL and RETAIL
RATE DESIGNATION

• Another indication of the willingness of WRBL-TV to come forward as a leader in any controversial issue and establish clear and concise policies applicable to all.

Call HOLLINGBERY
FOR
• RATE DETAILS
• PRIME AVAILS
• PACKAGE PLANS
• TOP RATINGS
• MARKET DATA
• PROGRAMMING DATA
• PENETRATION DATA



WRBL-TV Channel 4
COLUMBUS, GEORGIA
Call HOLLINGBERY

staying near his radio in order to submit the winning entry in WBT's "Spot the Sponsor" contest. More than 6,000 listeners attempted to list the 18 WBT sponsors mentioned in special announcements throughout the contest day. Earliest postmark determined the winner.

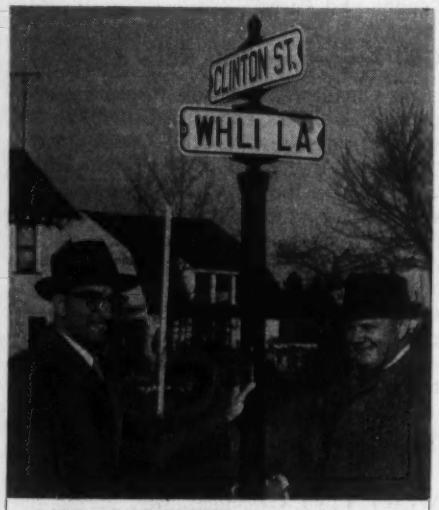
Football Drop Scores for WICO

Some 2,000 footballs were dropped from an airplane bomb bay over Salisbury, Md., as WICO, that city, celebrated "Operation Kickoff," honoring new station owner Beacon Broadcasting Corp. Attached to many of the footballs, which were unloaded over high school football games and city parks, were certificates for merchandise in local stores. Other footballs, autographed by members of the Baltimore Colts team, were redeemable at WICO for tickets to a Colts home game. The largest gathering for the promotion was at a city park, where more than 3,000 persons scrambled for the pigskins.

Pros Move in KTVH Golf Tourney

Nine professional golfers, playing the 18 "toughest holes" on Wichita's six grass green courses, participated Dec. 3 in the station promotion golf tournament sponsored by KTVH (TV) Hutchinson, Kan.

The tourney for pros, which was planned by KTVH Sports Editor Jack Munley, involved the competitors covering 6,779 yards on the holes selected as the "toughest," and an additional 66,880 yards moving from course to course, the station reported. KTVH awarded a trophy and tailored suit to Tex Consolover, head pro of McDonald Park, who beat out Ted Gwin of the Crestview Club in a nine-hole playoff after tying with 72, the previous day.



PAUL GODOFSKY (l), president of WHLI-AM-FM Hempstead, N.Y., and the town's mayor, William O. Gulde, stand by the street sign with the station's name. The WHLI street was named in the station's honor as recognition of public service activities.

HOW ALERT RADIO STATIONS NOW PROMOTE LOCAL PROGRAMS
Consistently, Effectively ... and Economically!
RADIO Ads
... a specialized Service for Radio Stations covering KEY program categories ... 20 completely prepared, budget-sized matted ads, ready to run in your local newspaper. News, weather, music, sports, wake-ups, traffic, etc., all part of Service ... and so easy to use. Economical too. Send for proofs today.
Over 100 Markets Signed in First Week!
RESERVE THE EXCLUSIVE FOR YOUR MARKET NOW!
Other campaigns in following categories:
Times, News
Temperature, Weather
Top "40"
Wake-up Shows
Good Music
FM Broadcasting
Country-Western Music
Teen-Age Programs
Rock'n'Roll
Music and News
Disc-Jockey Personalities
Contests & Give-Aways
Traffic Hours
Farm Shows
Sports
Women's Programs
Children's Programs
Vincent Michaels Inc.
SPECIALISTS IN RADIO & TV ADVERTISING PROMOTION
21 E. 28th St., N. Y. 16, N. Y. MU 3-7803

Station Authorizations & Applications

Dec. 11 through Dec. 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant. —antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Pacific Bcstrs. Corp. (3761 S. Hill St., Los Angeles, Calif.), **Bakersfield, Calif.**—Granted cp for new tv station to operate on ch. 39; ERP 214 kw vis., 107 kw aur.; ant. 600 ft.; waived Sec. 3.613 (a) of rules to locate main studio at trans. site 7 miles from center of city; conditioned (a) that such grant is without prejudice to such action as Commission may take as result of decision of U. S. Court of Appeals for District of Columbia Circuit in *Bakersfield Bcstg. Co.* v. *U. S. and FCC* and (b) that Commission may, without further proceedings, substitute for ch. 39 such other channel as may be assigned to Bakersfield as result of rule making proposals currently pending before Commission. By letters, Commission denied (1) requests to defer aetion by Marietta Investment Corp. (KERO-TV, ch. 10, Bakersfield) pending determination in "payoff" rule making in and by Bakersfield Bcstg. Co. (KBAK-TV, ch. 29, Bakersfield) pending action on latter's petition for tv channel changes, and (2) petitions by Kern County Bcstg. Co., applicant for ch. 17 in Bakersfield, to designate for consolidated hearing all pending applications for chs. 17 and 39 in Bakersfield. Announced Dec. 11.

Existing Tv Stations

ACTIONS BY FCC

WALB-TV Albany, Ga.—Waived Sec. 1.355 of rules and granted application to change trans. location from point half a mile north of city limits to 25 miles southeast of city, change trans. and ant. system; ERP to 275 kw vis. and 138 kw aur., and ant. height to 960 ft.

WIRN (TV) Ironwood, Mich.—Reconsidered Nov. 25 action (which granted application to change station location to Wakefield, change trans. location and ant. height, type trans. and increase ERP) and added condition that grant is without prejudice to any action Commission may deem appropriate as result of decision of Court of Appeals in case of *Red River Bcstg. Co.* v. *FCC*. Announced Dec. 11.

KXIL-TV Ardmore, Okla.—Is being advised that application for assignment of cp from estate of **John F. Easley**, deceased, to **Texoma Land Television Co.**, indicates necessity of hearing because it would give common ownership and overlap with KTEN-TV Ada, Okla. KXII-TV was formerly KVSO-TV.

Translators

ACTIONS BY FCC

Truckee River Civic T. V. Inc. (% William H. Hadley, P.O. Box 78), **Verdi, Nev.**—Granted cp for new tv translator station on ch. 72 to translate programs of KOLO-TV (ch. 8) Reno.

Seaside Video Club (% Mrs. Marjorie F. Weber, P.O. Box 74), **Seaside, Ore.**—Granted cp for new tv translator station on ch. 71 to translate programs of KGW-TV (ch. 8) Portland.

APPLICATIONS

Davis Dam, Bullhead City and Lake Mohave Resort, Ariz.—Mohave County Board of Supervisors—ch. 77, primary station: KLRJ Henderson, Nev. (Same facility as K77AG which expired.) Contingent on this is request for changes in another cp: ch. from 77 to 76; principal community to Gas City, Bullhead City and Davis Dam, Ariz., and Needles, Calif.; primary station to KOOL-TV. Announced Dec. 15.

Boonville and Philo, Calif.—Anderson Valley

Tv Inc.—ch. 73, ERP 142 w; primary tv station: KORA-TV Sacramento. Announced Dec. 12.

Pittsfield, Mass.—Springfield Tv Bcstg. Corp.—ch. 74, ERP 1920 w; primary tv station: WWLP (TV) Springfield. Announced Dec. 17.

Skagit County, Wash. — Burlington - Edison School Dist. #100—ch. 79, ERP 124.2 w; primary station: KCTS (TV) Seattle. Announced Dec. 17.

CALL LETTERS ASSIGNED

K76AO Olivia, Minn.—Ronville County Tv Corp.
K82AG Laramie, Wyo.—Albany Electronics Inc.
K70BH, K76AN Turkey and Quitaque, Tex.—Valley Translator System.

New Am Stations

ACTIONS BY FCC

Salmon, Idaho—Snake River Radio & Tv Co.—Granted 960 kc, 1 kw D. P.O. address 455 South 2d East, Rexburg, Idaho. Estimated construction cost $15,294, first year operating cost $26,600, revenue $34,300. **Alfred E. Shumate** owns 99% of applicant which also is licensee of KRXK Rexburg. Announced Dec. 17.

East Moline, Ill.—Moody Bible Institute of Chicago—Granted 960 kc, 1 kw D. P.O. address 820 North LaSalle St., Chicago. Estimated construction cost $55,600, first year operating cost $45,000. Cash on hand plus donations will be used to build and operate. Owner is non-profit organization. Announced Dec. 17.

West Jefferson, N. C.—James B. Childress—Granted 1600 kc, 1 kw D. P.O. address 34 Maxwell St., Asheville, N.C. Estimated construction cost $11,639, first year operating cost $30,000, revenue $42,000. Mr. Childress, sole owner, is manager and 25% stockholder of WMSJ Sylva, N.C. Announced Dec. 17.

APPLICATIONS

Santa Maria, Calif.—Salinas Valley Bcstg. Corp., 1400 kc, 250 w unl. P.O. address Box 1651, Salinas, Calif. Estimated construction cost $25,-109, first year operating cost $30,000, revenue $48,000. Applicant is licensee of KSBW-AM-TV Salinas and KSBY-TV San Luis Obispo, both California. **John C. Cohan,** 46.5% owner of Salinas Valley, is sole owner of KVEC San Luis Obispo. Announced Dec. 11.

Gunnison, Colo.—Gunnison Bcstg. Co., 1490 kc, 250 w unl. P.O. address 838 N. Terrace Dr., Wichita, Kan. Estimated construction cost $16,630, first year operating cost $34,871, revenue $38,786. KAKE Wichita commercial manager **Roger W. Pepperd** is sole owner. Announced Dec. 17.

Punta Gorda, Fla.—Charlotte Radio Co., 1350 kc, 500 w D. P.O. address % Loyal Phillips, *Punta Gorda Herald*. Estimated construction cost $26,900, first year operating cost $32,000, revenue $37,500. Mr. Phillips, publisher, is sole owner. Announced Dec. 11.

St. Petersburg, Fla.—Skyway Bcstg. Corp., 800 kc, 1 kw D. P.O. address % **Raymond E. Dugan,** Fla. Nat'l. Bank Bldg. Estimated construction cost $25,414, first year operating cost $30,000, revenue $40,000. Mr. Dugan, 98%-owner, is financier. Announced Dec. 17.

Griffin, Ga.—Gladys McCommon Johnson, 1410 kc, 1 kw D. P.O. address 2954 Crestline Dr., Macon, Ga. Estimated construction cost $18,735, first year operating cost $39,000, revenue $51,000. Mrs. Johnson, sole owner, is housewife. Announced Dec. 11.

Lucedale, Miss.—Tri-County Bcstrs. Inc., 1430 kc, 1 kw D. P.O. address William R. Guest, Station WPMP, Pascagoula, Miss. Estimated construction cost $13,150, first year operating cost $30,000, revenue $36,000. **Crest Bcstg. Co.** (WPMP) owns 72.36% of applicant. Announced Dec. 11.

Springfield, Mo.—Times Bcstrs. Inc., 940 kc, 500 w D. P.O. address 608 Woodruff Bldg. Estimated construction cost $20,350, first year operating cost $90,000, revenue $72,000. Owners are **Billy E. Brown** (50%), free lance radio station advisor; **Lincoln J. Knauer** (25%), wholesale liquor distributor, and others. Announced Dec. 17.

Midwest City, Okla.—M. W. Cooper, 1220 kc, 250 w D. P.O. address 412 Leonhardt Bldg., Oklahoma City. Estimated construction cost $15,400, first year operating cost $35,000, revenue $75,000. Mr. Cooper, sole owner, is attorney. Announced Dec. 11.

Reading, Pa.—Saul Miller, 1550 kc, 1 kw D. P.O. address 520 Elm St. Estimated construction cost $26,453, first year operating cost $52,000, revenue $75,000. Applicant is program director, WRAW Reading. Announced Dec. 11.

Memphis, Tenn.—Metropolitan Bcstg., 1550 kc, 10 kw D. P.O. address 2265 Clay St., San Francisco. Estimated construction cost $43,962, first year operating cost $86,000, revenue $94,000. **Philip Rosenthal,** sole owner, is aircraft sales and leasing, Announced Dec. 17.

Selmer, Tenn.—McNair County Bcstg. Co., 1350 kc, 500 w D. P.O. address **Carlton D. Swafford,** Station WAGG, Franklin, Tenn. Estimated construction cost $12,142, first year operating cost $25,000, revenue $35,000. Equal partners are Carlton Swafford, WAGG announcer; **J. H. Swafford** and **Fred Kirk,** chemical company employes, and **Belton H. Hardwick Jr.,** chiropractor. Announced Dec. 17.

Sheridan, Wyo.—Sheridan Bcstg. Co., 930 kc, 1 kw D. P.O. address 130 S. Main, Buffalo, Wyo. Estimated construction cost $16,007, first year operating cost $31,200, revenue $48,000. Owners are **Sam J. Rosenthal,** motion picture exhibitor, 35%; **Lee R. Johnson,** coin machine operator, 33%, and others. Announced Dec. 17.

Existing Am Stations

ACTIONS BY FCC

WLAT Conway, S.C.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1330 kc D.

KBKC Mission, Kan.—Granted increase of power from 500 w to 1 kw, continuing operation on 1480 kc DA, D; engineering conditions.

APPLICATIONS

KIST Santa Barbara, Calif.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WHFC Cicero, Ill.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KROS Clinton, Iowa—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WPAD Paducah, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WUST-FM Bethesda, Md.—Cp to change frequency from 106.3 mc, ch. 292 to 94.7 mc, ch. 234, increase ERP from 500 w to 20 kw; decrease ant. height above average terrain from 340 ft. to 246.5 ft.; install new ant. and trans.

WSNY Schenectady, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WOHI East Liverpool, Ohio—Cp to increase daytime power from 250 w to 500 w; install directional ant. for daytime use, install new trans.

WEST COAST
$200,000
Low frequency in good market. Good profits. Price includes some accounts receivable. 29% down, balance over eight years.

TEXAS SEMI-MAJOR MARKET
$160,000
This daytimer is in one of the better markets of Texas. Is grossing slightly under the asking price. Extremely liberal terms.

MID-WEST DAYTIMER
$90,000
For quick action. Profitable daytimer for owner-operator. $20,000 down, long terms if additional collateral available.

MICHIGAN DAYTIMER
$200,000
Located in one of Michigan's top markets. 1957 showed 25% profit on volume. Terms to qualified buyer.

SOUTHERN
$100,000
A fulltime 250-watter serving three cities. Good terms.

Call HAMILTON · STUBBLEFIELD · TWINING and Associates, Inc.
BROKERS — RADIO AND TELEVISION STATIONS — NEWSPAPERS

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RI 8-1175

CHICAGO
Tribune Tower
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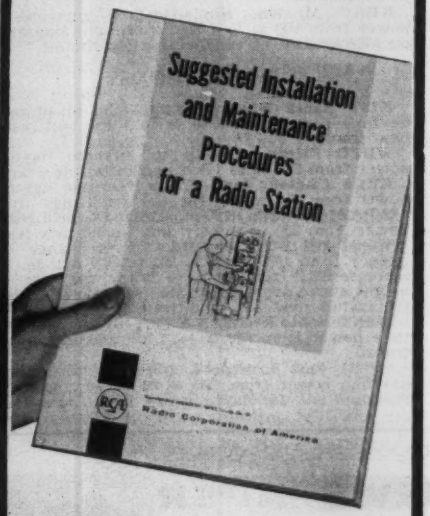

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and delete remote control operation of trans.

KEED Springfield, Ore.—Mod. of license to change station location from Springfield to Springfield-Eugene, Ore.

KATR Corpus Christi, Tex.—Cp to change hours of operation from SR Boston—LSS Corpus Christi to unl., using power of 10 kw, 50 kw-LS; install directional ant. for nighttime use. (Request repeal of Commission's public notice of 8-9-46 re applications for 1030 kc be placed in pending file.)

CALL LETTERS ASSIGNED

KPCA Marked Tree, Ark.—Poinsett County Radio Bcstg. Co., 1580 kc. Changed from KTML.

KEOK Payette, Idaho—Earl F. Hash, 1450 kc. Changed from KPID.

KXLW Clayton, Mo.—St. Louis County Bcstg. Co., 1320 kc. Request for change to KELI denied.

WBAZ Kingston, N.Y.—Big River Bcstrs., 1300 kc.

WWES New Rochelle, N.Y.—Radio New Rochelle Inc., 1460 kc. Changed from WNRC.

WATG Ashland, Ohio—Radio Ashland Inc., 1340 kc. Changed back from WNCO.

KOQT Bellingham, Wash.—Bellingham Bcstg. Co., 1550 kc.

New Fm Stations

ACTION BY FCC

Fort Worth, Tex.—Tarrant Bcstg. Co.—Granted 97.1 mc, 21.8 kw. P.O. address 4801 W. Freeway, Ft. Worth. Estimated construction cost $28,575, first year operating cost $1,200. Applicant is licensee of KFJZ Ft. Worth. Announced Dec. 17.

APPLICATIONS

Pueblo, Colo.—Hi-Lo Radio Inc., 102.9 mc, 2.64 kw. P.O. address 3022 4th Ave. Estimated construction cost $12,180, first year operating cost $12,000, revenue $16,000. Ownership: **Alva B. Adams** (32.5%), secretary, KCRT Trinadad, Colo.; **Leon Dudley** (30%), musician; **Jack G. Campbell** (30%), announcer, KDZA Pueblo, and others. Announced Dec. 15.

Bloomington, Ind.—Sarkes Tarzian Inc., 92.3 mc, 30.6 kw. P.O. address E. Hiss, Hillside Dr. Estimated construction cost $22,977. Station to duplicate programs of applicant's am outlet, WTTS Bloomington. Announced Dec. 12.

Cleveland, Ohio—Northern Ohio Bcstg. Co., 107.7 mc, 120 kw. P.O. address 131 Main St., Chardon, Ohio. Estimated construction cost $54,100, first year operating cost $60,000, revenue $80,000. Applicant has also applied for am outlet in Chesterland. Announced Dec. 12.

Diboll, Tex.—Arthur Temple Jr., 95.5 mc, 6.5 kw. P.O. address KSPL Diboll. Estimated construction cost $12,615, first year operating cost $20,000, revenue $20,000. Applicant is sole owner of KSPL. Announced Dec. 11.

Houston, Tex.—B-M-R Bcstg. Corp., 95.7 mc, 15.25 kw. P.O. address 5105 San Jacinto St., Houston. Estimated construction cost $22,600, first year operating cost $25,000, revenue $35,000. Owners are **T.A. Robinson Jr.**, realtor, etc. (50%), and **Bill S. Bruce** and **Betty Jane Mitchell**, advertising partners (each 25%). Announced Dec. 11.

Existing Fm Stations

CALL LETTERS ASSIGNED

KPFK Pasadena, Calif.—Pacifica Foundation*, 90.7 mc.

KDUO Riverside, Calif.—Alumni Assn., School of Medicine, College of Medical Evangelists Inc., 97.5 mc. Changed from KQXM.

WWES-FM New Rochelle, N.Y.—Radio New Rochelle Inc., 93.5 mc. Changed from WNRC-FM.

WATG-FM Ashland, Ohio—Radio Ashland Inc., 101.3 mc. Changed back from WNCO-FM.

KRKH-FM Lubbock, Tex.—Southwestern Bcstg. Co., 93.7 mc. Changed from KSEL-FM.

Ownership Changes

ACTIONS BY FCC

KWFC Hot Springs, Ark.—Granted (1) renewal of license and (2) assignment of license and cps to Phoenix Co. (**Harman I. Moseley II**, president); consideration includes lease of station equipment for 5 years for total rental of $48,000, with option to purchase for $16,000 at end of lease. Comrs. Hyde and Bartley dissented.

KENA Mena, Ark.—Granted assignment of license to **E.M. Hoge**; consideration $42,500.

WPOM Pompano Beach, Fla.—Granted assignment of cp from **James C. Dean, C. Robert Clark** and **Charles W. Stone** to **Gold Coast Bcstrs Inc.**, comprising Messrs. Dean and Clark who will pay Mr. Stone $14,290 for latter's third interest.

WKOA Hopkinsville, Ky.—Granted transfer of control from **Thomas F.** and **A.W. Wood** to **John M.** and **A.W.W. Higgins**; consideration $85,000.

WFTM Maysville, Ky.—Granted (1) renewal of license and (2) acquisition of negative control by **C.P. Clarke** and **J.M. Finch Jr.**, through transfer of 4% stock by **R.J. Bissett.**

KWEB Rochester, Minn.—Granted assignment of license to **Olmsted County Bcstg. Co.** (W. John Grandy, president); consideration $75,000. Assignee stockholders have interest in WECL Eau Claire, Wis.; KBIZ Ottumwa, Iowa; KDAL Duluth, Minn., and WQUA Moline, and WQUB Galesburg, Ill.

WBKN Newton, Miss.—Granted assignment of license from **F.M. Smith**, et al., to **E.L. Burns**; consideration $19,000.

KLTZ Glasgow, Mont.—Granted assignment of license from **James C. Carson, Charles L. Scofield** and **Willard L. Holter** to Mr. Holter, trading under same name; consideration $45,000.

WACB Kittanning, Pa.—Granted assignment of license to **Joel W. Rosenblum** (owner of WTIG Massilon, Ohio, and part owner of WISR Butler, Pa.); consideration $74,019.

KPEP San Angelo, Tex.—Granted assignment of license from **David P. Pinkston** and **C.H. Treadway** to Mr. Pinkston, trading under same name; consideration $4,000 for remaining 25% interest.

WTRF-TV Wheeling, W.Va.—Granted transfer of control from **Bloch** estate and **News Publ. Co.** to **WTRF-TV Inc.** (**Albert V. Dix**, president); consideration $1,684,000 for 56.13% interest. Six publishing companies owned by Dix family will hold stock in WTRF-TV Inc.—Wooster Republican Printing Co. (WWST-AM-FM Wooster, Ohio, and WRAD Radford, Va.); Record Pub. Co., Courier Tribune Co., Defiance Pub. Co., Sedgwick Pub. Co. and Sherlock Bros. Pub. Co., all Ohio.

APPLICATIONS

KFRE-AM-TV, KRFM (FM) Fresno, Calif.—Seek transfer from **Paul R. Bartlett** et al. (all stockholders) to **Triangle Publications Inc.**, principally owned by W.H. Annenberg and family, for $3 million. Buyer is multiple station owner, and publisher of *Philadelphia Inquirer, Tv Guide*, etc., and recent purchaser of *Television Digest* and *Tv Factbook*. Announced Dec. 11.

WCNT Centralia, Ill.—Seeks acquisition of 50% by **Carson W. Rodgers**, president 50% owner, through stock purchase from his mother, **Grace S. Rodgers**, for $15,000. Announced Dec. 12.

WKOA Hopkinsville, Ky.—Seeks transfer of two-thirds of licensee (**Pennyrile Bcstg. Co.**) from **Thomas F.** and **A.W. Wood**, co-publishers of Kentucky New Era (each one-third) to **John M. Higgins**, beer distributor, and **A.W.W. Higgins**, retail druggist. Purchase price: $42,500 for each one-third. Remaining third is owned by **William H. Higgins.** [See approval, above.]

WTTL Madisonville, Ky.—Seeks assignment of license from **Evers Mick** and **Conway M. Smith** d/b as **Hopkins County Bcstrs.** to Mr. Smith and **Hobert M. Thomason** d/b under same name. Mr. Mick is selling his 55% for $33,000. Mr. Smith, formerly 45% owner, will hold 78%; Mr. Thomason, printing employe, 22%. Announced Dec. 17.

WMLF Pineville, Ky.—Seeks assignment of license from **States Bcstg. System Inc.** to **South C. Bevins** tr/as **Ken-Te-Va Bcstg. Co.** for $30,600 plus assumption of debts. Mr. Bevins has been WMLF general manager. Announced Dec. 15.

KCAP Helena, Mont.—Seeks assignment of license from **Lewis & Clark Bcstg. Corp.** to **KCAP Bcstrs. Inc.** for $40,895. **Dale G. Moore** (interest in KBMN Bozeman, Mont.) will be 50.68% owner. Announced Dec. 17.

WKTV (TV) Utica and **WKAL Rome**, both **New York**—Seek transfer of 100% from **Myron J. Kallet** et al. (all stockholders) to **Mid New York Bcstg. Corp.** for approximately $2.9 million net. Principal purchaser is **Paul F. Harron** (74.31%), who also heads group which will acquire stock in WORL Boston. Announced Dec. 11.

KUSH Cushing, Okla.—Seeks transfer of one-third from **Jack B. Sellers** to **Gordon R. Rockett**, current one-third owner, for $8,170. Announced Dec. 17.

KASA Elk City, Okla.—Seeks assignment of license from **Jackson R. Webb** and **Carl Stephens**, d/b as **WSM Bcstg. Co.**, to **Bob D. Garrison** and **H.H. Huntley**, d/b as **Garrison-Huntley Enterprises**, for $36,875. Buyers were co-owners of KHHH Pampa, Tex. Announced Dec. 11.

WOSH Oshkosh, Wis.—Seeks assignment of license from **William F. Johns Jr., William F. Johns Sr., Penrose H. Johns** and **Frederick W. Renshaw**, d/b as **Oshkosh Bcstg. Co.**, to **Value Radio Corp.** for $80,000 plus assumption of liabilities of approximately $64,500. **William E. Walker, William R. Walker** and **Charles E. Dickoff** each own 20.05% of buyer; their broadcast interests include WBEV Beaver Dam and WKTL Sheboygan, both Wisconsin, and KCLN Clinton, Iowa. Announced Dec. 17.

Hearing Cases

INITIAL DECISION

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting applications of Leavenworth Bcstg. Co. to increase power of station KCLO Leavenworth, Kan., from 500 w to 5 kw, with DA, continuing operation on 1410 kc D, Wichita Beacon Bcstg. Co., to increase daytime power of station KWBB Wichita, Kan., from 1 kw to 5 kw, continuing operation on 1410 kc with 1 kw-N, DA-2, and Bowie-Nocona Bcstg. Co. for new am station to operate on 1410 kc, 500 w D, DA, in Bowie, Tex. Announced Dec. 17.

OTHER ACTIONS

By memorandum opinion and order, Commission denied petition by The Monocacy Bcstg. Co. (WFMD), Frederick, Md., to enlarge issues in

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Dec. 17

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,270	52	106	590
FM	544	32	114	71
TV	431[1]	85	102	107

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Dec. 17

	VHF	UHF	TOTAL
COMMERCIAL	435	81	516[3]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Nov. 30

	AM	FM	TV
LICENSED (all on air)	3,270	544	431[1]
CPs ON AIR (new stations)	45	27	81[2]
CPs NOT ON AIR (new stations)	108	115	105
TOTAL AUTHORIZED STATIONS	3,423	686	666
APPLICATIONS FOR NEW STATIONS (not in hearing)	456	34	49
APPLICATIONS FOR NEW STATIONS (in hearing)	119	30	58
TOTAL APPLICATIONS FOR NEW STATIONS	575	64	107
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	433	29	37
APPLICATIONS FOR MAJOR CHANGES (in hearing)	48	1	17
TOTAL APPLICATIONS FOR MAJOR CHANGES	481	30	54
LICENSES DELETED	0	0	0
CPs DELETED	1	1	1

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 39 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf.)
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

proceeding on application of Musical Heights Inc., for new am station to operate on 1370 kc, 500 w DA, D, in Braddock Heights, Md. Chairman Doerfer abstained from voting; Comr. Ford dissented. Announced Dec. 17.

By memorandum opinion and order, Commission denied motion by WMGM Bcstg. Corp., New York, N.Y., to change issues in proceeding on its application and that of Newark Bcstg. Corp., Newark, N.J., for new fm stations. Announced Dec. 17.

By memorandum opinion and order, Commission granted petition by KDEN Bcstg. Co. (KDEN), Denver, Colo., and enlarged issues in proceeding on an application of Kenneth G. and Misha S. Prather for new am station to operate on 1360 kc, 500 w D, in Boulder, Colo. Announced Dec. 17.

By memorandum opinion and order, Commission denied petition by Jackson Bcstg. & Television Corp. for stay of effective date of Sept. 3 decision which granted applications of Television Corp. of Michigan Inc., and State Board of Agriculture for new tv stations—WILX-TV commercial and WMSB educational, respectively—to operate on ch. 10 on share-time basis in Onondaga, Mich., and which denied competing applications of Triad Television Corp., Booth Bcstg. Co., and Jackson Bcstg. & Television Corp., seeking same channel in Parma, Mich. Comr. Cross not participating. Petition for rehearing filed by Jackson is pending Commission consideration. Announced Dec. 17.

By memorandum opinion and order, Commission granted protest and petition for reconsideration filed by Tomah-Mauston Bcstg. Co. (WTMB), Tomah, Wis., to extent of designating for hearing application of Jack L. Goodsitt for new am station (WTOJ) to operate on 1460 kc, 1 kw D, in Tomah; made protestant party to proceeding; and postponed effective date of Oct. 22 grant of Goodsitt application pending decision after hearing. Announced Dec. 17.

By letter, Commission advised Cecil W. and Jane A. Roberts that, pending outcome of hearing on latter's application for license of am station KCFI Cedar Falls, Iowa, involving character qualifications of applicant, no action will be taken on applications for assignment of licenses of stations KBIA Columbia, Mo., from Roberts to V.E. Carmichael and KCRB Chanute, Kan., from them to James R. and Barbara J. Roberts, their son and his wife. Chairman Doerfer and Comr. Cross abstained from voting. Announced Dec. 17.

By memorandum opinion and order, Commission granted petition for reconsideration and stay filed by South West Oregon Television Bcstg. Corp., Roseburg, Ore., to extent of setting aside Oct. 1 grant of cp to Teleservice Co. for new tv translator station in Roseburg on ch. 83 to translate programs of KOIN-TV Portland. Table II of Sec. II of application lacked verification, and was incorrectly accepted by Commission as part of application. Upon submission by Teleservice Co. of proper amendment, Commission will again consider application on its merits, together with any matters raised in South West petition which Commission had not previously considered. Announced. Dec. 11.

Routine Roundup

BROADCAST ACTIONS
by Broadcast Bureau

Actions of December 15

Granted licenses for following am stations: WSTS Massena, N. Y.; WRWH Cleveland, Ga.; KIKK Bakersfield, Calif., and specify studio location and remote control point; WGRO Lake City, Fla., remote control permitted; WFLN Philadelphia, Pa.

WAJR Morgantown, W. Va.—Granted license covering change in facilities, installation directional ant. (DA-2) and new trans., change ant.-trans. location.

WDEV Waterbury, Vt.—Granted license covering increase in daytime power, installation new trans. and changes in daytime DA pattern.

Actions of December 12

WTEL Philadelphia, Pa.—Granted assignment of license to **E. Douglas Hibbs, Henry W. Cocker** and **Gertrude C. Hibbs.**

WPTZ North Pole, N. Y.—Granted assignment of cp to **Rollins Telecasting Inc.**

WANY Albany, Ky.—Granted license for am station.

WTBF Troy, Ala.—Granted license covering installation of old main trans. as aux. trans. at present main trans. site.

Metropolitan Television Co., Denver, Colo.—Granted license for low power aux.

WCNB-AM-FM Connersville, Ind.—Granted mod. of licenses to change name to News-Examiner Co.

National Bcstg. Co. Los Angeles, Calif.—Granted cp and license for 8 low power (0.5 kw) auxiliaries on 26.10-26.48 mc to be used with KRCA (TV) Los Angeles, Calif.

KSQK Arkansas City, Kan.—Granted cp to install new trans.

WPFB Middletown, Ohio—Granted cp to install old main trans. (composite) as alternate main trans. at present main trans. site.

WKDN Camden, N. J.—Granted cp to change ant.-trans. and studio location and make changes in ant. system (increase height); condition; and install new type trans. as aux. trans.

KALB-FM Alexandria, La.—Granted cp to replace expired cp to replace ant. and feed line, reduce ERP to 8.4 kw, increase ant. height to 392½ ft., delete remote control operation, and make changes in ant. system.

WHBT Harriman, Tenn.—Granted mod. of cp to change type trans.

WKDN-FM Camden, N. J.—Granted mod. of cp to decrease ERP to 7.3 kw; increase ant. height to 340 ft.; change type trans. and studio and trans. location.

Continued on page 70

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Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Sales

Salesmen wanted. 5 kw fulltimer midwest 100,000 market. No announcing. New owners must rebuild sales staff. Take over January. Also opportunity for sales-sports man. Box 902G, BROADCASTING.

Florida station, large market, needs aggressive salesman. Send full details with photo. Box 977G, BROADCASTING.

Need good experienced salesman. No floaters. Northeastern Pennsylvania market. No board. No announcing. Just straight sales. Liberal commission and draw. Box 100H, BROADCASTING.

Salesman wanted to take over account list now worth $7000 per year with great opportunity to increase this in solid, progressive station, midwest. Now 1 kw, soon 5 kw. Opening created by staff promotion. Box 111H, BROADCASTING.

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Florida. Top-rated, "modern sound", independent in big metropolitan market wants to add salesman. Highly competitive nature of market requires young aggressive man with solid all-around radio experience. Salary guarantee. Ideal living conditions for family. Send resume, references and photo. Box 132H, BROADCASTING.

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California radio station needs man for selling and servicing accounts. Send full information to P. O. Box 167, San Jose, Calif.

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Sales manager with production savvy who wants to advance! If you're aged 30 to 45, have several years well-rounded radio experience, proven sales record and know-how in production spots, this 1000 watt independent offers liberal salary plus over-ride, car allowance, bonus, many fringe benefits. Excellent opportunity for competent man to advance in rapidly expanding organization. Personal interview required. List age, education, marital status, detailed experience in letter to WKAN, Kankakee, Illinois.

Announcers

Greater Pittsburgh area station, member of growing chain, seeking staff announcer with minimum of 2 years experience, good employment record, good personal background. Quality operation that demands quality work. Excellent wages and opportunity to move up. Send resume, tape and photo immediately. Box 928G, BROADCASTING.

Radio announcer, experienced, fast pace, news and music operation. Box 960G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Radio-announcer, 1st phone. Excellent salary and chance for rapid promotion in 3-station network in Rocky Mountain area. Send letter, tape and other information. Box 970G, BROADCASTING.

Florida station needs good first phone combo man. Tell all. Must be good sweet music deejay. Box 976G, BROADCASTING.

Tremendous opportunity to move from small market to medium size market. Outstanding Illinois CBS station. Air personality for afternoon and early evening. Start at $100.00. Tape, resume and reference. Box 105H, BROADCASTING.

Station in large southern chain looking for top morning dj. Adult audience station. Money no object for right man. Must have tape and experience first letter. Confidential. Box 114G, BROADCASTING.

Announcers for full-power vhf south. TV experience not necessary. Work booth and camera. Good appearance a must. Tape and picture to Box 126H, BROADCASTING.

Announcer—Experienced, married, versatile, dependable. Western Ohio. Box 135H, BROADCASTING.

Stable, creative announcer with first phone, or mature versatile deejay with production spot experience. No top 40, no rock 'n roll. News gathering and writing ability desirable but secondary at present in expanding Illinois kilowatt. Good pay for competent man. Bonus, insurance, sick leave, many fringe benefits. List age, education, experience in detail. Box 143H, BROADCASTING.

Upstate New York radio station wants outstanding modern format morning man with proven rating record in major market. Excellent pay, big bonus will go with big rating. Send tape, photo and all available information. Box 146H, BROADCASTING.

Pennsylvania daytimer seeks experienced announcer for news and music work. Combo operation. Send tape—resume—expected salary first letter. Box 147H, BROADCASTING.

Experienced announcer, can also sell. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Announcer-engineer. First phone. Good announcer shift. Complete charge Gates equipment. Established daytimer in good, growing community. Congenial staff. Send details, tape. KOFO, Ottawa, Kansas.

Unusual opportunity. Salesman-announcer. Must know and like good music. KRIC, Box 870, Beaumont, Texas.

Experienced board announcer. Low housing cost. Cool summers. If presently in New Mexico or adjoining state call or write KRSN, Los Alamos, New Mexico.

Wanted, staff announcer. Excellent opportunity for advancement, insurance and vacation benefits. Apply Paul Rahders, Program Director, KSDN, Aberdeen, S. Dakota.

Wanted, modern radio dj for a 1000 watt music news station in city of sixty thousand in southwest Oklahoma. Must be able to move and hold an afternoon audience. Good hours some talent. Send photo, tape, references and resume to Bill Miller, KSWO, Lawton, Oklahoma.

Wanted: Experienced staff announcers—radio-television. Send full details and photo. WDXI, Jackson, Tennessee.

Florida. Immediate opening for experienced dj personality on good music station. Air mail tape and complete information to WHIY, Fort Gatlin Hotel Bldg., Orlando, Florida.

Announcer dj, expanding staff. Single with car. No tapes. WPAC, Patchogue, Long Island, New York.

Experienced newsman needed now for 10 kw station. Gather, write, air local news. Some general announcing. Good opportunity for right man. Send tape, resume to WPAQ, Mount Airy, N. C.

RADIO

Help Wanted—(Cont'd)

Announcers

Personality dj wanted for 1000 watt independent in growing group of stations. Music-news format. Send tape, resume, to Dave Silverman, WSPT, Stevens Point, Wisconsin.

Technical

Chief engineer for am, fm and tv. A very good permanent position for the right man. Box 154H, BROADCASTING.

Engineer-announcer. First phone. Daytimer. Gates equipment. Maintenance and announcing. Good shift. Congenial staff. Good town. Send details and tape. KOFO, Ottawa, Kansas.

Chief engineer for light afternoon announcing shift and maintenance. WHIT, New Bern, N.C.

WQIK, Jacksonville's country music station, needs chief engineer who can also do an uptown country music dj show. No floaters—no drifters. Send tape, resume and starting salary to Marshall Rowland, WQIK, Jacksonville 6, Florida.

Production-Programming, Others

Promotion-merchandising man wanted for aggressive am-tv operation eastern part of United States. Address replies, salary and details to Box 144H, BROADCASTING.

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading north central, regional, in major market. Salary and working conditions above average. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Confidential. Box 840G, BROADCASTING.

Needed: Top program director to program full time 250 watt station in medium size mid-west market. Must be good morning man, willing to spend up to 4 hours on air. An all-around radio man will have permanent position in wonderful family town. Send tape, date willing to start and complete references to Box 959G, BROADCASTING.

Wanted—by established organization that is rapidly expanding—copywriter—experienced in copywriting and traffic. Salary is open and commensurate with experience, either male or female. Please send full particulars at once. Box 975G, BROADCASTING.

For teaching position in major midwestern university, competent producer-director with broad commercial station experience; MA requirement, additional graduate work desirable. Better-than-average opportunity for right man. Send details, photograph. Box 981G, BROADCASTING.

Attention: Newsmen looking for a news gathering-airing opportunity. Local station, medium size market, in midwest needs news director capable of gathering news on phone. Local news is what we want. We are located in an ideal city to raise a family. Send full details and tape, care Box 112H, BROADCASTING.

Assistant promotion manager looking for advancement in am-tv operation. Contact Box 145H, BROADCASTING immediately. Good opportunity to develop in top position with an aggressive group organization. Box 145H, BROADCASTING.

Male or female copywriter. Experience unnecessary if talented and ambitious. Fifty to start. 39 hours. Write fully. WHIT, New Bern, N.C.

RADIO

Situations Wanted

Management

Manager, presently employed, 17 years experience as manager, commercial manager, program director in top markets. Also agency and network experience. Best references past employers. Box 863G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Manager: Small Florida market wants change to small or medium market with future. Hard worker, sober, best references. All phases, sales, announcing, play-by-play, copy. Box 123H, BROADCASTING.

Manager or commercial manager. If you are 100% satisfied with your station revenue this advertisement will not appeal to you. However, if you know you are not getting the business that you should, then let's get together and discuss your market. Experienced. Box 152H, BROADCASTING.

Sales

Prominent radio-tv salesman, New York, 10 years experience, desires opportunity to personally represent small, quality multiple station group nationally as national sales manager. Excellent references. Top agency contacts. Confidential. Box 110H, BROADCASTING.

Santa Claus! Experienced time salesman needs permanent employment only. No station cutbacks, sell-outs. Creative continuity, sales presentations, traffic. Good typist. Box 122H, BROADCASTING.

Announcers

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Announcer-dj; operate board, strong, copy, sales, gimmicks, cooperative, reliable. Box 846G, BROADCASTING.

Women's programs - announcer-writer-director. Good general background. Cooperative. Versatile. Box 849G, BROADCASTING.

Negro dj. Good training, background. Operate board. Sales and programming. Box 883G, BROADCASTING.

Announcer. Modern sound. Experienced. Styled for California, Boston, Washington, Philadelphia. Box 884G, BROADCASTING.

Experienced staff announcer. Two years. Three years college. Married, no personality dj. Excellent references. Presently employed. Interested in sports. Prefer southeast. Box 899G, BROADCASTING.

Announcer, two years experience with first phone license wants weekend position within weekend traveling distance of N.Y.C. residence. Minimum $2.00 hour. Box 923G. BROADCASTING.

Announcer, third class ticket, 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

Experienced announcer. Married, excellent references. Progressive stations anywhere. Immediately available. Box 989G, BROADCASTING.

Announcer first fone combo. Heavy play-by-play sports. Twelve years one station, desires permanent location where sports is major interest. References and tape. Prefer south but will consider any section with future. Box 103H, BROADCASTING.

"Common sense is not so common," said Voltaire. And right he was! Experienced, intelligent, versatile college, copywriting, cooperative. Good appearance. Box 108H, BROADCASTING.

Staff announcer, strong on news. Light experience but well trained. Mature, college, broadcasting school. Go anywhere. Tape and resume on request. Box 106H, BROADCASTING.

Do you need an air salesman? Family man. Well experienced. Competitive stations only. Box 115H, BROADCASTING.

Different type relaxed delivery. Perfect late or all nite, news experienced. Box 124H, BROADCASTING.

Mature, single announcer, five years experience, desires sports and music or sports and news. Play-by-play all sports. Prefer medium or large market. Best references. $95 minimum. Presently employed morning personality. Box 136H, BROADCASTING.

Available immediately—Swing'in dj, authoritative news, exciting sports and solid staff. Just returned from service. 5 years experience, sheepskin. Box 138H, BROADCASTING.

DJ play-by-play sports and news. Available January 5. Prefer midwest or Florida, will consider elsewhere. 6 years experience mostly in major metropolitan market, programming and production. Married, child. Minimum $125.00. Box 142H, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

The voice you trust. Unusual announcer producer—highly skilled all phases radio broadcasting—operate console—listen and compare. Box 148H, BROADCASTING.

Announcer for evenings or milkman—will travel. Now morning man. Box 149H, BROADCASTING.

Combo man experienced. First phone. Permanent position desired. Will travel. Box 150H, BROADCASTING.

Attention, progressive am and fm'ers—young budding dj-announcer looking for first job, just completed radio course, specializes in adult pop music programming, some jazz, little or no top 40. Will settle anywhere immediately. For tape, photo, resume, write Box 151H, BROADCASTING.

Hungry announcer—Station within 100 miles of New York City—complete national and local news and sports coverage and editing, excellent dj saleability, work easily with remotes, play-by-play, interviews, also write copy and operate board, classical music host, live tv demonstration. Roger Bacon, 479 Ocean Dr. W., Stamford, Conn.

Family announcer seeks permanent position. Experienced all phases, sales, sports. "Bob", Box 482, Jacksonville Beach, Florida, CHerry 9-9103.

Announcer—operator—Sales. Experienced, 1st phone, married, veteran. Prefer small to medium market. Some play-by-play sports. Available immediately. Robert H. Larson, N. 5703 Lindeke, Spokane, Washington, Phone Fairfax 7-8740.

Jack Wandell—Alaska's top radio personality—highest Hooper, Pulse rating in new state; available immediately, $100 per week minimum. 15 years experience, all phases of broadcasting: DJ, newscasting and editing, winner: Alaska Press Club Award, AP News Award. Married, temperate, an industrious 32. Work in city of 80,000 population minimum. Tape and references upon request. Contact: Jack Wandell, 707 Park Avenue, Mechanicville, New York.

Technical

Engineer with first phone. Experienced. Available now. No announcing. Box 974G, BROADCASTING.

Experienced engineer first class, salesman, and announcer, available immediately, would like anyplace in the south or southwest. Good car. Would like position in either radio or tv. Address: Box 101H, BROADCASTING.

First phone, experienced transmitter, control room, remotes and equipment construction. Box 130H, BROADCASTING.

Production-Programming, Others

Program director large station; manager small station. Experienced. Successful record. Desire opportunity improve your station. Married, 2 children. Employed. Available. Box 972G, BROADCASTING.

News director, 7½ years experience in top-flight small station wants to move up. College graduate. Box 109H, BROADCASTING.

Public relations—Young married man with experience, pleasing personality. Slanted toward radio-tv. Educational background, want Washington area. Promotion, merchandising, advertising knowledge. Will travel, excellent references. Resume, interview. Write Box 116H, BROADCASTING.

PD available 1/1/59. 9 years on air. Know news, promotion, publicity. I can get and hold No. 1 spot for your station. Will consider all offers. Box 117H, BROADCASTING.

Unusually creative copywriter available for progressive northeastern station. Fresh, colorful ideas. Especially good production commercials, promotions and direct mail advertising. Box 118H, BROADCASTING.

Creative, imaginative copywriter. Successful results. Traffic and time sales experience also. Box 121H, BROADCASTING.

TELEVISION

Help Wanted

Sales

Account executive for mid-south full-power vhf. Handle ½ entire state exclusive. Healthy guarantee. Box 127H, BROADCASTING.

Salesman wanted. Excellent opportunity for experienced television time salesman. Send details first letter to Sales Manager, WHCT, 555 Asylum St., Hartford, Conn.

TELEVISION

Help Wanted—(Cont'd)

Announcers

Vacancy for competent and versatile television announcer. Opportunity for experienced man, preferably with potential for directing or other responsibility in production. Southwest location. Tape, snapshot and details to Box 979G, BROADCASTING.

Announcers for southern vhf. Booth and/or camera work. 5% guaranteed wage increase every 180 days. Send tape, picture to Box 128H, BROADCASTING.

Technical

Experienced chief engineer for midwest CBS station. Top salary. Excellent working conditions. Stock option plan. Administrative and construction experience essential. Personal interview a requisite. Include educational background, television commercial experience, past earnings, record and references. Box 120H, BROADCASTING.

Studio and/or transmitter men for vhf full-power south. Particular interest in men familiar with RCA xmtr. and/or Dumont cameras. Box 129H, BROADCASTING.

Vacancy for television engineer. Permanent job, good climate. Would consider hard working radio engineer who wants to learn television. Send complete details including small snapshot to Manager, KSWS-TV, Roswell, New Mexico.

TV maintenance technician with experience on RCA equipment needed by "El Salvador, Central America." Salary open give complete background, experience and snapshot in first letter. Box 1050, El Salvador, C.A.

Want experienced engineer who is now ready to step into job as chief engineer combination radio and television operation. Reasonable salary for conscientious, hard-working man who wants permanent set-up in good climate. Manager, KSWS-TV, Roswell, New Mexico.

TV transmitter supervisor for mountain top Dumont installation. Must have experience. C. E., WPTZ, Plattsburgh, New York.

Production-Programming, Others

Promotion assistant with some experience for KCRG-TV, Cedar Rapids, Iowa. State starting salary and background in reply. Unusual opportunity to really learn promotion and publicity work for stable person. Write Redd Gardner, General Manager.

Creative director for expanding vhf. Experience in programming, film and continuity. Top level job. Will work with advertisers and salesmen in building programming for KCRG-TV, Cedar Rapids, Iowa. State salary requirements. Write Redd Gardner, General Manager.

TELEVISION

Situations Wanted

Management

Manager or commercial manager. Excellent record in these positions in top markets. 17 years experience. Also network, agency. Best references all employers. Box 864G, BROADCASTING.

Sales manager or general manager. It's too late to do anything about the business you lost in 1958 but how about 1959? A practical, experienced, well regarded broadcaster is available. Box 153H, BROADCASTING.

TV—station or sales manager. Mature man with ten years in management of top market station. Ran sales office in New York, Chicago, etc. Created impressive revenue. Planned programming, bought films, etc. Now, advertising manager major market daily. Ted Weber, Parkway House, Philadelphia 30, Pa.

Sales

Midwest major market experience. Former farm editor. Versatile radio-tv background. Family man. Mature, not old. No hot-shot or high pressure artist. Prefer upper midwest. Box 102H, BROADCASTING.

Selling is instinctive to me. I sincerely and enthusiastically believe that television is the greatest advertising medium there is, and will prove it in sales. Box 137H, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Sales

General sales manager, network vhf important eastern city, interested new affiliation as local-regional sales manager or national sales service. Will also consider position as salesman on aggressive vhf. Valid reason for leaving present affiliation. Gilt edged references. Highly successful television sales background. Good working knowledge of merchandising and other selling tools. Married, no family. Write Box 104H, BROADCASTING.

Announcers

Announcer-producer. Tv, film, radio experience. News, sports, commercials, versatile. Box 851G, BROADCASTING.

Experienced announcer-director. Will travel for opportunity. Reliable, degree, best references. Service returnee, available immediately. Box 139H, BROADCASTING.

Technical

Chief engineer, 16 years in broadcasting, 10 years in tv. Constructed two stations. Presently employed by network. New England and east preferred. Box 961G, BROADCASTING.

Chief engineer: Proven ability all phases am, uhf, and vhf construction, operation, maintenance and management. Age 37. Available immediately. Box 994G, BROADCASTING.

11 years broadcasting am-tv-fm. Planning, construction, maintenance, and operations. 3 years chief plus 4 years supervisory. Can be available in 30 days. Box 995G, BROADCASTING.

Production-Programming, Others

Production manager with five and one-half years experience, presently employed. Desires to settle in the "deep" south in a friendly community with progressive station, or an agency needing a production supervisor of copy. Excellent references and resume. Box 945G, BROADCASTING.

Director-writer. Hour live show, dramatic, shift. Heavy production background. 4 years experience. Degree, veteran. Box 140H, BROADCASTING.

Children's personality. Own show on Net O&O. Net guest appearances. Movie host-director. Married, presently employed. Box 157H, BROADCASTING.

FOR SALE

Stations

Farwest top-rated 24 hour 250 watt independent grossing $70,000, growing market of 90,000. Asking $110,000. $25,000 down. Box 956G, BROADCASTING.

True: Top station in excellent area. $95,000 cash for quick sale. Own six acres city land, equipment and buildings. Good billing. 250 watt fulltime. Owners separating. Box 131H, BROADCASTING.

Southern California. Profitable fulltimer. Excellent growth potential in wonderful climate. Exceptional real estate included. Grossing $145,000. Down payment of $75,000 will handle. Easy terms on balance. Box 141H, BROADCASTING.

Southeast large market station, $250,000; small market station (3), prices ranging $37,000 to $50,000. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Florida station, 1 kw daytime in medium market. Must sell because of other Florida interests. Price $80,000.00 with excellent terms. Write Owner, P.O. Box 5648, Jacksonville, Florida.

New England single station market, $50,000, 29% down. Chapman Company, 1270 Avenue of Americas, New York, N.Y.

KCHS, Truth-or-Consequences, New Mexico offered this week for $49,000. (But going down $1,000 per week so why hurry?) Merry Christmas. KCHS, Box 351, Truth-or-Consequences, New Mexico.

Controlling interest medium market station in upper south, $34,500, 30% down payment; one fourth interest of another, $11,500; others ranging in price from $60,000 to $190,000, terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

West Texas secondary market fulltimer. $77,000, 29% down, 10 years payout. Patt McDonald, Box 9322, Austin, Texas, GL 3-8080.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

FOR SALE

Stations—(Cont'd)

Large market station in progressive southwest area, $225,000, terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Arkansas single market 1 kw daytime. Making money. $75,000. Terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Florida single station markets (4), prices ranging $30,000 to $75,000, terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Northeast large market station, $450,000, 29% down. Chapman Company, 1270 Avenue of Americas, New York, N.Y.

Top southern market 5kw fulltime. $225,000. Terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Florida small market station, $60,000, terms, medium market station, part interest, $30,000, terms. Chapman Company, 1182 West Peachtree, Atlanta, Ga.

Southern metropolitan market fulltimer, $250,000 with 30% down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

California coastal area medium market station, fm, one half interest $25,000; metropolitan area station, $1,000,000, 29% down. Chapman Company, 33 West Micheltorena, Santa Barbara, California.

Oklahoma single market 500 watts daytime. In the black. $60,000. 29% down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Equipment

Three 235 foot Ideco self-supporting towers, transmission lines, coupling units, Austin lighting chokes, lights. First class condition. $10,000. Ready for shipment in January. Write KCBQ, San Diego, California.

PT6D3 Magnecord dubbing amplifier, complete factory overhauled, like new condition, cost $365 new. A real buy at $300. KGYN Radio, Guymon, Oklahoma.

3 PT6-R rack-mount Magnecorders, in good operating condition, with remote control provisions. $275.00 per unit, or all three for $750.00. 1-C am frequency monitor complete with spare tubes for $100.00. One Stancil Hoffman M-5A minitape recorder, less batteries, in good working condition, for $75.00. Contact Ellis Feinstein, Chief Engineer, KMED, Medford, Ore.

Like new Magnecorder: 2 PT6-AH, PT6-J, Cordette-cabinet or cases. PT6-A, PT6-R excellent. Best offer. WAVO, Avondale Estates, Georgia.

AM transmitter Western Electric 250 watt type 451A-1 complete with crystals, operating tubes and spares. Also included antenna turning unit with remote meters, packaged price $1200.00. WFKY, Frankfort, Ky.

Several second-hand galvanized Stainless, Inc. AM Towers. Ace High Tower. Box 55, Greenville, North Carolina.

1—Western Eelectric directional antenna phase monitor, type 2A—$75.00, WHIO Dayton, Ohio.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$289.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

Equipment

DuMont fm exciter type 5067B for transmitter 1000/2000. Want cameras, transmitters, studio-terminal equipment. Also want am-fm transmitters. Box 113H, BROADCASTING.

Wanted: Two used progressional turntables; tape recorder; microphones; for Ferris Institute campus radio station. Box 119H, BROADCASTING.

For cash 5 kw low band television transmitter, air-cooled, good condition. Reply to Box 156H, BROADCASTING.

Non-profit organization interested in 5 or 10 kw fm transmitter and field equipment. Box 77, Atlanta, Georgia.

WANTED TO BUY

Equipment—(Cont'd)

Wanted Magnecorder PT6-AH, and PT6-R, in repairable condition. Portable equipment considered. Send price and condition to: Chief Engineer, KSAL, Salina, Kansas.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1948. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo cards for radio, television or newspaper ad promotions. 1025 Lincoln Street, Denver 3, Colorado.

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

WANTED TO BUY

Stations

WANT TO BUY RADIO STATION DOING A GROSS MINIMUM OF $200,000. You may submit your proposal to us with the assurance of the strictest of confidence. Every offer given prompt attention. Write to Box 107H, BROADCASTING.

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel

WAVC Boaz, Ala.—Granted mod. of cp to change name to **Cicero Bcstg. Co.**

KEVE Golden Valley, Minn.—Granted mod. of cp to change type trans. conditions.

WIS-TV Columbia, S. C.—Granted mod. of cp to change type ant. and other equipment and change ant. height to 1550 ft.

WIOK Mount Dora, Fla.—Granted authority to remain silent for period of 6 months starting Dec. 9; conditions.

KVNA Flagstaff, Ariz.—Granted request to cancel cp for alternate main trans.

Following stations were granted extensions of completion dates as shown: WGTO Cypress Gardens, Fla. to 4-30-59; WCRM Clare, Mich. to 5-7-59; WBTL Farmville, N. C. to 7-8-59; KDAD Weed, Calif. to 7-1-59; WCMR Elkhart, Ind. to 3-29-59; KGB-FM San Diego, Calif. to 3-20-59; KFIL (FM) Santa Ana, Calif. to 5-9-59; WPEL-FM Montrose, Pa. to 6-23-59; KAJS (FM) Newport Beach, Calif. to 4-9-59 and WETC Wendell-Zebulon, N. C. to 3-30-59.

Actions of December 11

WENO Madison, Tenn.—Granted license covering installation of aux. trans. at present location of main trans.; and license covering increase in power to 5 kw and installation of new trans. (main).

WMSR Manchester, Tenn.—Granted license covering change in frequency; remote control permitted.

Court House Bcstg. Co., Washington Court House, Ohio—Granted license for low power aux.

KGO-FM San Francisco, Calif.—Granted cp to change ERP to 23.5 kw; ant. height to 930 ft.; install new ant.; change studio location and change ant. system; without prejudice to such action as commission may deem warranted as the result of its final determination: (1) with respect to conclusions and recommendations set forth in report of Network Study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission.

WSGA Savannah, Ga.—Granted cp to install new trans.

KHGM (FM) Houston, Tex.—Granted cp to change type ant.; ERP to 49 kw and change main studio.

WFAI Fayetteville, N. C.—Granted cp to install new trans.

KIUL Garden City, Kan.—Granted cp to install new trans.

WAKY Louisville, Ky.—Granted cp to install alternate main trans. (present site of main trans.) for nighttime use, employing DA.

WHMA Anniston, Ala.—Granted cp to replace expired cp to install new trans. as aux. trans. at present main trans. site; remote control permitted while using non-DA.

KGO San Francisco, Calif.—Granted cp to install aux. trans. (present site of main trans.); without prejudice to such action as Commission may deem warranted as result of its final determinations: (1) with respect to conclusions and recommendations set forth in the report of Network Study staff and (2) with respect to related studies and inquiries now being considered or conducted by Commission.

National Bcstg. Co., Chicago, Ill.—Granted cp for 1 low power (0.5 w) aux. on 26.10-26.48 mc to be used with WMAQ-AM-FM, WNBQ (TV).

Court House Bcstg. Co., Washington Court House, Ohio—Granted cp for 1 low power (0.5 w) aux. on to be used with WCHO.

WDJR (FM) Oil City, Pa.—Granted mod. of cp to change ERP to 3.4 kw; and type-ant.; ant. 300 ft.; conditions.

Following stations were granted extensions of completion dates as shown: KRPM (FM) San Jose, Calif. to 2-24-59; WKBN-FM Youngstown, Ohio to 4-24-59; KACE-FM Riverside, Calif. to 4-16-59; WPGC-FM Oakland, Md. to 1-15-59.

KACE-FM Riverside, Calif.—Granted mod. of cp to change type trans.

WNOX Knoxville, Tenn.—Remote control permitted while using nondirectional ant.

KPIG Cedar Rapids, Iowa—Granted change of remote control authority.

WLOB Portland, Me.—Granted change of remote control authority.

KMMJ Grand Island, Neb.—Granted request for cancellation of license for aux. trans.

KBMI Henderson, Nev.—Granted authority to remain silent for period beginning midnight Dec. 6 and ending April 6, 1959; conditions.

Actions of December 10

KNOG Nogales, Ariz.—Granted assignment of license to **Charles F. Montano.**

KCKC San Bernardino, Calif.—Granted license covering installation of new trans.

KVOR Colorado Springs, Colo.—Granted mod. of license and cp to change name to **KVOR Inc.**

WHHS Havertown, Pa.—Granted extension of completion date to 2-1-59.

Actions of December 9

Granted licenses for following am stations: WWIS Clarkwood Bcstg. Corp., Black River Falls, Wis., and WGSR, Jenkins Bcstg. System Millen, Ga., and specify type trans.

WBKV-FM West Bend, Wis.—Granted license for fm station.

KWSD Mt. Shasta, Calif.—Granted license covering changes in facilities, make changes in ant. and ground system and install new trans.

KSPI Stillwater, Okla.—Granted cp to install new trans.

WPLY Plymouth, Wis.—Granted mod. of license to change name to WPLY Inc.

KABR Aberdeen, S. D.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: KINK Phoenix, Ariz. to 2-26-59 and WJMJ Philadelphia, Pa. to 2-24-59.

Actions of December 8

WDSP DeFuniak Springs, Fla.—Granted involuntary assignment of license to **W. Dexter Douglass,** administrator of estate of **W. D. Douglass,** deceased.

WNIL Niles, Mich.—Granted assignment of license to **Niles Bcstg. Co.**

WKBZ Muskegon, Mich.—Granted assignment of license to **WKBZ Radio Corp.**

KWOE Clinton, Okla.—Granted acquisition of negative control by each **Lonnie J.** and **Alice Howenstine Preston** through purchase of stock from **V. M. Preston.**

WSRV Carbondale, Ill.—Granted license for noncommercial educational fm station; remote control permitted.

WCVP Murphy, N. C.—Granted license for am station; remote control permitted.

KSDN Aberdeen, S. D.—Granted license covering installation of new trans. as aux. trans. at present main trans. site; remote control permitted while using nondirectional ant.

WKRK Murphy, N. C.—Granted license for am station and specify type trans. and studio location; remote control permitted; conditions.

WKLM Wilmington, N. C.—Granted license covering changes in facilities and change in trans.; and specify type trans.; remote control permitted.

WHBF-TV Rock Island, Ill.—Granted license covering changes in tv station.

WLIR (FM) Hicksville, N. Y.—Granted mod. of cp to change ant.-trans. and studio locations.

WGML Hinesville, Ga.—Granted mod. of cp to make changes in ground system and change type trans.

WLOD Pompano Beach, Fla.—Granted mod. of cp to change ant.-trans. location and type trans.

KELE Phoenix, Ariz.—Granted change of remote control authority

KBCA Los Angeles, Calif.—Remote control permitted

ACTIONS ON MOTIONS

By FCC

Commission on Dec. 11 granted motion by ABC for extension of time from Dec. 8 to Dec. 15 to file response to petition by Joint Council on Educational Television requesting institution of rule-making proceedings on proposals to change tv channel assignments in Panama City, Fla.; Waycross, Ga.; Reno, Nev.; Rochester, N.Y., and Norfolk-Portsmouth-Newport News, Va., so as to reserve a vhf channel in eaeh of them for noncommercial educational use.

By Chief Hearing Examiner James D. Cunningham on Dec. 15

Scheduled hearing for Jan. 19 on am applications of Tomah-Mauston Bcstg. Co. (WTMB), Tomah, Wis.

Granted petition by Harvard Radio Bcstg. Co. (WHRB-FM), Cambridge, Mass., for extension of time from Dec. 15 to Dec. 29 for parties to file notices of appearance in proceeding on its fm application and that of WKOX Inc., Framingham, Mass.

By Hearing Examiner James D. Cunningham on Dec. 15

On own motion, scheduled hearing conference for Dec. 29 on application of Spartan Radiocasting Co. (WSPA-TV, ch. 7), Spartanburg, S.C.

UPCOMING

January

Jan. 16-17: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.

Jan. 16-17: Mutual Advertising Agency Network, quarterly business meeting and administrative workshop, Plaza Hotel, New York.

Jan. 17: Oklahoma Broadcasters Assn., winter meeting, Hotel Will Rogers, Claremore.

Jan. 23-25: Advertising Assn. of the West, mid-winter conference, Rickey's Studio Inn, San Jose, Calif.

Jan. 23-28: AWRT, Michigan conference, Detroit.

Jan. 28-29: Georgia Radio & Tv Institute, U. of Georgia, Henry W. Grady School of Journalism, Athens.

Jan. 29: ANA, annual cooperative advertising workshop, Hotel Pierre, New York.

February

Feb. 5-8: High Fidelity Music Show, Shoreham Hotel, Washington.

Feb. 8-14: National Advertising Week.

Feb. 17-20: Audio Engineering Society, annual western convention, Hotel Biltmore, Los Angeles.

Feb. 24-25: NAB, conference of state broadcaster association presidents, Shoreham Hotel, Washington.

March

March 5-6: ANA, advertising to business and industry, Hotel Webster Hall, Pittsburgh.

March 15-18: NAB, annual convention, Conrad Hilton Hotel, Chicago.

March 15-19: NAB, broadcast engineering conference, Conrad Hilton Hotel, Chicago.

March 23-26: IRE, national convention, Waldorf-Astoria Hotel, New York.

April

April 6-9: National Premium Buyers, 26th annual exposition, Navy Pier, Chicago.

April 7: Premium Adv. Assn. of America, conference, Navy Pier, Chicago.

April 12-14: ANA, annual West Coast meeting, Santa Barbara Biltmore, Santa Barbara, Calif.

By Hearing Examiner Jay A. Kyle on Dec. 15

Reopened record in proceeding on applications of Electronic Music Co. and WSBC Bcstg. Co., for fm facilities in Chicago, Ill.; received in evidence affidavit of WSBC as Exhibit No. 1, and record again closed.

By Hearing Examiner Basil P. Cooper on Dec. 12

Granted motion by Santa Monica Bcstg. Co., Santa Monica, Calif., for continuance of date for evidentiary hearing from Dec. 15 to Jan 26, 1959; specified Jan. 22 for final exchange of engineering exhibits to be offered in evidence in proceeding on Santa Monica's fm application.

By Hearing Examiner H. Gifford Irion on dates shown

Granted motions by WILA Inc. (WILA), Danville, Va., and Broadcast Bureau for various corrections to transcript of hearing on WILA's application. Action Dec. 12.

On own motion, continued further hearing conference from Dec. 22 to Jan. 12, 1959 in Erie, Pa., tv ch. 66 proceeding (L.E.U. Bcstg. Co., et al.). Action Dec. 15.

By Hearing Examiner Herbert Sharfman on Dec. 15

On request of Harvard Radio Bcstg. Co. (WHRB-FM), Cambridge, Mass., continued from Dec. 18 to Dec. 29 at 10:15 a.m., prehearing conference on its fm application and that of WKOX Inc., Framingham, Mass.

By Hearing Examiner Elizabeth C. Smith on Dec. 12

Granted motion by M & M Bcstg. Co. (WMAM, WMBV-TV), Marinette, Wis., for certain specified corrections to transcript in proceedings on application to transfer control of that company from William Walker, et al., to Evening Telegram Co., Norman M. Postles, and Walter C. Bridges.

By Hearing Examiner Isadore A. Honig on dates shown

On own motion, scheduled prehearing conference for 9 a.m., Jan. 5, 1959, on am application of Tobacco Valley Bcstg. Co., Windsor, Conn. Action Dec. 12.

By Hearing Examiner Forest L. McClenning on Dec. 15

Issued order following prehearing conference; further prehearing conference scheduled for March 30, and continued hearing scheduled for Jan. 15, 1959 to date to be determined at further prehearing conference in proceeding on applications of Gerico Investment Co. (WITV), Miami, to change from ch. 17 to ch. 6 and Publix Television Corp., Perrine, Fla., et al., for cps for new tv stations to operate on ch. 6.

Scheduled further prehearing conference for Jan. 19, 1959 and continued from Jan 9 to date to be determined at further prehearing conference the hearing on am applications of Russell G. Salter Inc., Dixon, Ill., et al.

By FCC

On petition by Wayne M. Nelson, Concord, N.C., postponed from Dec. 19 to date to be subsequently announced oral argument on am applications of Mr. Nelson and Fred H. Whitley, Dallas, N.C. Action Dec. 12.

By Commissioner Rosel H. Hyde on Dec. 11

Granted petition by Broadcast Bureau for extension of time to Dec. 17 to file response to petition by Cleveland Bcstg. Inc., for enlargement of issues in proceeding on am application of County Bcstg. Co., Clarion, Pa.

Granted petition by Herbert Muschel and New Bcstg. Co., for extension of time to Jan. 5 to file reply exceptions in proceeding on their applications and Independent Bcstg. Co. for new fm stations in New York, N.Y.

By Hearing Examiner Charles J. Frederick on Dec. 10

Scheduled hearing for Feb. 5, 1959, on fm applications of Newark Bcstg. Corp., Newark, N.J., and WMGM Bcstg. Corp., New York, N.Y.

By Hearing Examiner Isadore A. Honig on Dec. 11

On own motion, scheduled prehearing conference for Jan. 8, 1959, on fm applications of Dale W. Flewelling and KROY Inc., Sacramento, Calif.

Continued from Jan. 15 to Feb. 3, 1959, hearing on application of Radio KYNO, The Voice of Fresno (KYNO), Fresno, Calif., and ordered that copies of KYNO proposed exhibits be furnished other parties and examiner by Jan. 27.

By Hearing Examiner Jay A. Kyle on dates shown

Granted motion by South Kentucky Bcstrs. (WRUS), Russellville, Ky., for extension of time to Dec. 12 for filing proposed findings in proceeding on its application, and to Dec. 22 for filing replies. Action Dec. 8.

On request by applicants, cancelled prehearing conference and continued hearing from Dec. 10 to Dec. 22 on fm applications of Baltimore Bcstg. Corp. and Commercial Radio Institute Inc., Baltimore, Md. Action Dec. 9.

By Hearing Examiner H. Gifford Irion on Dec. 8

Continued hearing from Dec. 15 to Jan. 8, 1958 in proceeding on am application of Norman O. Protsman, Valdosta, Ga.

By Chief Hearing Examiner James D. Cunningham on Dec. 8

Scheduled hearings on dates shown in following proceedings: Feb. 18—am applications of Continental Bcstg. Corp. (WHOA), San Juan and

Jose R. Madrazo, Guaynabo, both Puerto Rico; Tri-County Bcstg. Co., Jerseyville, Ill., and Radio Missouri Corp. (WAMV), East St. Louis, Ill.; Feb. 20—The Tobacco Valley Bcstg. Co., Windsor, Conn.; Feb. 24—Booth Bcstg. Co. (WBBC), Flint, Mich.

By Hearing Examiner Annie Neal Huntting on dates shown

Continued hearing from Dec. 23 to Jan. 22, in proceeding on fm applications of The Young People's Church of the Air Inc., and WJMJ Bcstg. Corp., both Philadelphia, Pa. Action Dec. 10.

Scheduled prehearing conference for Jan. 7, 1959, in proceeding on am applications of The Four States Bcstg. Co., Halfway, Md., et al. Action Dec. 9.

Scheduled conference for Dec. 29 in proceeding on am applications of Broadcasters Inc., South Plainfield, N.J., et al. Action Dec. 9.

By Hearing Examiner Millard F. French on Dec. 10

Granted petition by Huntington - Montauk Bcstg. Co., Huntington, N.Y., for extension of time to Dec. 22 for filing proposed findings of fact and conclusions, and to Jan. 5, 1959 for filing reply findings in proceeding on its fm application and that of The Riverside Church in the City of New York, New York, N.Y.

By Hearing Examiner Basil P. Cooper on Dec. 9

Granted motion by Armin H. Wittenberg Jr., Los Angeles, for continuance of evidentiary hearing from Dec. 17 to March 23, 1959, in proceeding on his fm application and that of Pasadena Presbyterian Church, Pasadena, both California.

By Hearing Examiner J. D. Bond on Dec. 9

Granted motion by Broadcast Bureau for extension of time from Dec. 9 to Dec. 15 for filing replies to two petitions by Naugatuck Valley Service Inc., Naugatuck, Conn., in proceeding on latter's am application and that of Berkshire Bcstg. Co. (WSBS), Great Barrington, Mass.

NARBA Notifications

CANADIAN

590 kc

VOCM St. John's, Nfld.—10 kw D, 1 kw N, ND, U. Class III. Now in operation with increased daytime power.

VOCM St. John's, Nfld.—10 kw, DA-N, U. Class III. EIO 11-15-59. (PO: 10 kw D/1 kw N ND)

730 kc

CJNR Blind River, Ontario—1 kw, DA-N, U. Class II. Now in operation.

800 kc

CHAB Moose Jaw, Sask.—10 kw, DA-N, U. Class II. EIO 11-15-59. (PO: 800 kc 10 kw D/5 kw N DA-N)

CKOK Penticton, B. C.—10 kw D, 0.5 kw N, ND, U. Class II. EIO 11-15-59. (PO: 800 kc 1 kw D/0.5 kw N ND)

900 kc

CHNO Sudbury, Ontario—10 kw D, 1 kw N, DA-2, U. Class II. EIO 11-15-59. (PO: 900 kc 1 kw DA-N)

920 kc

CJCH Halifax, N. S.—10 kw D, 5 kw N, DA-N, U. Class III. Now in operation with increased daytime power.

1130 kc

CKWX Vancouver, B. C.—50 kw, DA-N, U. Class I-B. EIO 11-15-59. (PO: 1130 kc 50 kw DA-1)

1230 kc

CFCW Camrose, B. C.—1 kw D, 0.25 kw N, ND, U. Class IV. Now in operation with increased daytime power.

1340 kc

New, Parry Sound, Ont.—0.25 kw, ND, U. Class IV. EIO 11-15-59. (Location 45° 20′ 42″ N 80° 01′ 23″ W)

1350 kc

CKLB Oshawa, Ontario—10 kw D, 5 kw N, DA-2, U. Class III. EIO 11-15-59. (PO: 1350 kc 5 kw DA-2)

1380 kc

CKPC Brantford, Ontario—10 kw, DA-2, U. Class III. EIO 11-15-59. (PO: 1380 kc 1 kw DA-N)

1480 kc

New, New Market, Ont.—1 kw, ND, D. Class III. EIO 11-15-59. (Location 44° 22′ 39″ N 79° 46′ 21″ W)

1540 kc

New, Burlington, Ont.—1 kw, ND, D. Class III. EIO 11-15-59. (Location 43° 22′ 39″ N 79° 46′ 21″ W)

CORRECTIONS & ADDITIONS TO 1958 BROADCASTING YEARBOOK

Changes and additions received after the new 1958 BROADCASTING YEARBOOK went to press are included in the following list. For readers' convenience, the information is arranged in order of YEARBOOK page number.

Page A-15 Under "the Dimensions of Radio and Television," in paragraph devoted to Total Time Sales 1957, figure should read $1,242,709,000 for total radio-tv time sales.

Page A-215 Under Tv Stations Directory, Wyoming, KFBC-TV Cheyenne, in executive listing, insert Victor L. Stamm as program director and change Dorothy Collier to traffic director.

Page A-239 Under Radio Stations Directory, Arizona, KHEP Phoenix, change executive listing to: Rhinold Zwar, pres; Frank Porter, gen mgr; John Hoeksema, business mgr; Gale Erbe, program director, news director; Don Bradley, chief engineer; Margie Erbe, women's director.

Page A-244 Under Radio Stations Directory, California, KCHJ Delano, delete Broadcast Time Sales as representative.

Page A-247 Under Radio Stations Directory, California, KPPC Pasadena, change "non-commercial religious station" to "non-commercial public service station" and telephone number to Sycamore 3-3069. In executive listing, delete manager from title of Del M. Reynolds, program director. Clayton M. Blake is chief engineer.

Page A-252 Under Radio Stations Directory, California, KRCW (FM) Santa Barbara, change starting date to September 1957.

Page A-255 Under Radio Stations Directory, Colorado, KGEK Sterling, in executive listing, add Al Ross, coml mgr, program director, news director; Al Casy, farm director, sports director.

Page A-269 Under Radio Stations Directory, Georgia, WRFC Athens, change executive listing to L.H. Christian, pres, gen mgr; Claude Williams Jr., coml mgr; Ed Sharpe, program director; Ed Thilenius, sports director, promotion director; L.D. Drewry, chief engineer; Bob Bradford, news director.

Page A-276 Under Radio Stations Directory, Illinois, WFMT (FM) Chicago, delete "Fm companion of WTTW-TV." WFMT (FM) is independent station.

Page A-280 Under Radio Stations Directory, Indiana, WCSI-FM Columbus, change starting date to August 1958.

Page A-292 Under Radio Stations Directory, Louisiana, KASO Minden, change listing to: P.O. Box 344. Phone Franklin 7-1200. Dixie Broadcasters (acquired station Aug. 1, 1958). Cyril W. Reddoch, partner; Ralph L. Hooks, partner, mgr; Jim H. Howell, coml mgr; Billy Hyatt, chief engineer; Catsy Mooreland, local news director.

Page A-302 Under Radio Stations Directory, Michigan, WCAR Detroit, change licensee listing to WCAR Inc.

Page A-308 Under Radio Stations Directory, Minnesota, KVOX Moorhead, executive listing, insert M.M. Marget, station mgr.

Page A-315 Under Radio Stations Directory, Missouri, KTTS Springfield, change phone number to University 2-7474.

Page A-326 Under Radio Stations Directory, New York, WWHG Hornell, executive listing, insert Sy Dresner, pres, gen mgr.

Page A-343 Under Radio Stations Directory, Ohio, WFIN-FM Findley, add duplicates WFIN daytime programming. Nighttime programming is independent.

Page A-362 Under Radio Stations Directory, South Carolina, WAGS Bishopville, executive listing, delete John Martin, gen mgr and insert Carl A. Vines Jr. Cal Johnson is program director.

Page A-372 Under Radio Stations Directory, Texas, insert in Bryan, cross-listing of "WTAW (see College Station listing)."

Page A-398 Under Radio Stations Directory, Alaska, KBYR Anchorage, change date station was acquired and representative listing to April 1954 and National Time Sales, respectively.

In listing of KFRB Fairbanks, delete "see William J. Wagner stations in Group Ownership" and change station representative to National Time Sales.

Page A-422 Under Radio & Television Stations Representatives, Elisabeth M. Beckjorden, 235 E. 46th St., New York 17, delete from listing Radio Station WLEX Lexington, Ky. and insert WLEX-TV Lexington.

Page A-414 Under Group Ownership of Broadcast Stations in the United States, in Storer Broadcasting Co. Stations, listing should read: **STORER BROADCASTING CO STATIONS**—WGBS-AM-FM-TV Miami, Fla; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WAGA-AM-FM-TV Atlanta, Ga.; WVUE (TV) Wilmington, Del.; WJW-AM-FM-TV Cleveland, Ohio; WWVA-AM-FM Wheeling, W. Va., and WIBG-AM-FM Philadelphia, Pa. Note: Purchase of WITI-TV Milwaukee, and sale of WVUE pending FCC approval. George B. Storer, chairman of the board and president; J. Harold Ryan, senior vice president; Lee B. Wailes, executive vice president (planning and finance); Stanton P. Kettler, executive vice president (operations); John E. McCoy, vice president and secretary; Harry A. Steensen, treasurer; George B. Storer Jr., vice president (tv operations); William E. Rine, vice president (radio operations); Glenn G. Boundy, vice president (engineering); Ewald Kockritz, vice president and director of programming; Arthur C. Schofield, vice president (director, advertising and sales promotion); Bertha C. Prestler, A.A. Church, asst. secretaries; Allen L. Haid, vice president (managing director, WSPD-TV); James E. Bailey, vice president (managing director, WSPD); J. Robert Kerns, vice president (managing director, WAGA-TV); Claude Frazier, vice president (managing director, WAGA; Bill Michaels, vice president (managing director, WJBK-TV); Harry R. Lipson, vice president (managing director, WJBK); Paul J. Miller, vice president (managing director, WWVA); Lionel F. Baxter, vice president (managing director, WIBG); Ben Wickham, managing director, WJW-TV; Reginald P. Merridew, managing director, WJW; Terry Lee, managing director, WVUE; Bernard E. Neary, managing director, WGBS. Headquarters: 1177 Kane Concourse, Miami Beach 54, Fla. New York office: 625 Madison Ave. Maurice E. McMurray, national sales director. Chicago office: 230 N. Michigan Ave., Floyde E. Baston, midwest sales manager.

Page B-46 Under Radio-Tv Equipment Manufacturers, Distributors: Construction Services, in alphabetical order, under letter S, insert H.H. Scott Inc., 111 Powder Mill Rd., Maynard, Mass. Phone Twin Oaks 7-8801. Morley D. Kahn, assistant sales mgr.

Products (for radio): High fidelity monaural and stereo amplifiers, turners; turntable.

Insert Skyline Tower Co., 2436 W. 59th St., Chicago 29. Phone Walbrook 5-1288; Walter E. Smith, chief engineer.

Products (for radio): Guyed and self-supporting towers.

Products (for tv): Guyed and self-supporting towers, microwave towers, parabolic reflectors.

Page B-54 Under Attorneys, "In Metropolitan Washington, D. C.," under letter B in alphabetical order, insert Baker, Warren E., Chadbourne, Parke, Whiteside & Wolff, 640 Shoreham Bldg. Phone, Republic 7-8050.

In "Cities Other than Washington," under letter E, insert Emery, Walter B., 437 Rosewood Ave., East Lansing, Mich. Phone, Edgewood 2-3664.

Page B-56 Under Consulting Engineers, in alphabetical order, under letter M, insert Munn, E. Harold Jr., 57 Edison Court, Coldwater, Mich. Phone: 1450.

Under Letter S, in alphabetical order, insert Schottland, Frederic D., 40 Rock Spring Ave., West Orange, N.J. Phone Redwood 1-4025.

Page B-72 Under Tv Program Services, in alphabetical order, under letter P, insert Lloyd Pearson Assoc., 509 Madison Ave., New York 22. Phone Eldorado 5-5430. Lloyd Pearson, pres. Branch Offices:

Buenos Aires, Argentina: Av. De Mayo, 1365. Phone 37-5547.

Rio de Janeiro, Brazil: Av. Franklin Roosevelt 39-S7-12. Phone 22-3151.

Services: PLP, PFP, PLC, PFC, DFF, DFS; Packagers of live tv shows, music effects.

Page B-137 Under feature story "Where Radio Money Goes," delete Harrisburg, Pa. (5), and in its place substitute Hartford, Conn. (4), with figures on that line remaining the same.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name title/position*
company name
address
city zone state
Please send to home address — —
* Occupation Required

'BUY NOW' DRIVE CLICKS IN FLINT
'Business is Good' Keys Drive at Shopping Bag
Binghampton Sales Hold Up in Slump
'More for Your Money in May'
PRESIDENT PRAISES BIRMINGHAM'S 'BUY NOW' DRIVE
GREAT MERCHANTS ARE MADE IN TIMES OF TOUGH SELLING!

Sure, these are the times that separate the men from the boys!

But it's an historical fact: Most of America's greatest merchants learned how to sell in times of tough selling. It figures—you don't learn how to sell goods when customers are coming to you asking you for the merchandise.

So start *today* getting ready to be *tomorrow's* "greatest merchant." The facts are on your side; between now and 1975, U. S. population will *soar!* There will be 22 million more jobs! Family income will reach a new high! U.S. production will double! Savings will go up and up! More and more will be spent on research! Needs will mount for new schools, new highways, new homes! Another big upswing in business is the inevitable result. Great merchants will be made. You can be one of them!

ADVERTISING COUNCIL PUBLIC SERVICE

FREE! *Get going today!* Write at once for illustrated "How To Turn the Tide" booklet offering valuable and vital selling ideas. The Advertising Council, 25 West 45th Street, New York 36, N. Y.

YOUR FUTURE IS GREAT IN A GROWING AMERICA

from **TED BERGMANN,** *president, Parkson Adv., New York*

Television miscast in 'whipping boy' role

It has been slightly less than 12 years since the days when we had in the office a map of the New York metropolitan area on which pins had been placed to designate the location of every television receiver in the city.

How times have changed! Today television has not only taken its place along with sex and religion as one of the most popular subjects of conversation, but it's virtually impossible to pick up a magazine or newspaper without encountering a lead article or front page story on the medium.

This is a healthy manifestation of television's impact and should serve to continue to remind all of us of the responsibility we have assumed. However, there is an ever-growing area of criticism which for selfish motives seeks to destroy rather than improve.

Fortune magazine's December article illustrates the line designed to shake the faith of the advertiser in the medium's effectiveness. The viewer campaign is pointed toward the "great promise of Pay Television," a "promise" which any publisher suffering from that common malady of the newspaper and magazine business, lagging advertising lineage, would give his ABC card to help fulfill.

Reader's Digest would have its reader believe that through pay television his home receiver would become an arena where he would view nothing but championship battles in every sport, a concert and opera stage to rival the best in the world, and a theatre where top product from Hollywood would alternate evenings with the hits of Broadway. Most importantly, these presentations would be free of "annoying commercial interruptions." They neglect to say that's the only part that's "free."

Both of these classic examples of the anti-tv war illustrate their irresponsible and self-serving origins in exactly the same manner: neither takes cognizance of the economic welfare of the country and the part that free television has played in bringing us to the most prosperous era we have ever known—an era which is characterized by production and distribution which have created and marketed more new products and services, resulting in greater consumer demand and expenditures, more production, higher wages, greater industrial expansion, higher standards of living and larger advertising budgets than ever before in any country.

How would tv's critics explain the decline in our economy if this most influential of all sales media were turned to the profit of a few individuals rather than the entire country?

As if these methods of undermining television weren't enough, there are more. Some are even more subtle and more effective. During the recent quiz show fracas, which I had opportunity to view at close hand due to the agency's involvement with *21*, I remember the remark made by one of my associates as we left the last of many long meetings which culminated in the decision to cancel the program in spite of the fact we were completely convinced of the integrity of the producers. He said "This program didn't die, it was murdered by the public press."

To this day, not one charge has been officially made against the program *21*. The only charge was against one of the producers for his conduct before the grand jury. Yet the program and all like it are off the air. Most of our newspapers didn't need a trial by jury to convince them of television's culpability.

But these are understandable adversaries and their motives are usually quite clear and can be combatted by better industry public relations. What is difficult to comprehend is the unfair criticism heaped upon the industry by those who are not only profiting by it, but literally have been made by it. The $20,000-per-week comedian who condemns free broadcasting and calls for pay tv, the agency president who terms programming "garbage," the writer who heaps abuse upon the standards of dramatic shows and advertisers who pay for them because they won't allow him to do a program with "change of life" as a basic problem, and the top newsman who wants television to face reality by presenting "think" programs rather than westerns.

Perhaps he made this statement before seeing the current Nielsen figures which indicate only 11% of the available audience watched a speech by the President in October while the remainder preferred to be entertained in almost equal amounts by *The Texan* and Shirley Temple.

Perhaps the problem with all these people is one of definition; television means many things to many people. To the newsman, it is a means of communicating facts. To the comedian, a vaudeville stage where he should receive a percentage of the box office gross. To the writer, a legitimate theatre where he should be able to face the critics without having to rewrite to suit an advertiser's inhibitions. To the educator, a classroom of tremendous proportions. To the parent, a substitute babysitter and a relief entertainer. To the sports promoter, an arena capable of million dollar gates for every event. To the complaining agency president, a form of advertising in which he is unable to take personal pride. And to other media, a fearsome competitor which is liable to put them out of business.

To all of these individuals, I say a resounding "You're wrong!"

It is true that television has borrowed a part of all of these things; yet it is not any one of them and will never replace any of these other things. It might contribute to their change, but that is progress. The sooner this fact is grasped by the medium's critics, the sooner they will approach it with understanding and without fear.

Television is unique. Its ability to translate virtually any subject into sound and pictures for home consumption is unmatched but it can never lose sight of its role as a *mass* medium.

When television fails to satisfy a majority of its viewers and they begin to pick up magazines and newspapers, you can be sure the people running television will be the first to know and the first to change.

Theodore G. Bergmann, b. Sept. 12, 1920, Brooklyn, N. Y. Attended Amherst College. Joined NBC as page in 1941. Enlisted in infantry after Pearl Harbor, commissioned captain and assigned in 1944 to 3d Army in France, later reassigned to SHAEF as second in command of radio public relations on

Gen. Eisenhower's staff. Returned to NBC in 1946 as a program production director; 1947 on tv sales staff of DuMont Television Network; director of sales in 1951; general manager of network in 1953; managing director and director of Allen B. DuMont Labs' broadcast division in 1954. Became vp and associate dir. of radio-tv at McCann-Erickson in 1956; became president, Parkson Adv., N.Y., in October 1957. Parkson is an outgrowth of Edward Kletter Assoc. and handles principally Pharmaceuticals Inc. and J. B. Williams product lines; bills $15.6 million in tv alone ($15 million in network); tv-radio ($15.8 million) represents 90% of overall billing. It ranks 16th in agency network tv billing.

Fast and Luce

WE are being propelled to the conclusion that where there's *Life* there's not much hope—for a kind word for television. That's not exactly true. The current issue of *Life* does have, in its editorial on "The Structure of Entertainment," some good words for tv but they seem taken out of context. Overall the impression that is left is that tv is not much better than the picture painted in the "Light that Failed" piece in *Life's* cousin, *Fortune,* earlier this month.

Television is a "most important part" of show business and has "many considerable achievements to its credit." These phrases from the *Life* editorial are offset many times over by such adjectives as "sleazy and self-imitative" in descriptions of programming, and, worse yet, the blatant assertion that "tv is becoming a subsidiary, instead of a vehicle, of advertising."

The whole tone of the *Life* editorial, as it relates to tv, is what you would expect if you were an editor of *Fortune*—meaning the *Fortune* that carried "The Light that Failed." There is even the suggestion that pay tv is the answer—or that things would be better if the networks would take "all program control away from the advertisers."

Without meaning to, the editorial pays considerable tribute to television. The subject is "entertainment," and a good one-third of it deals with television. Probably this short-changes tv's importance, but it is much more than the paragraphs given to the legitimate theatre and Hollywood, or any other single entertainment source. No mention whatsoever is made of magazines, although in honesty we must say that some of them, notably this issue of *Life* and that other issue of *Fortune,* contribute significantly to "entertainment" if you can keep your sense of humor.

So now, according to *Life,* tv is becoming a "subsidiary" instead of a "vehicle" of advertising. We venture that if it weren't such a provable "vehicle," *Life* wouldn't have felt compelled to call it a "subsidiary"—which it isn't any more than *Life* is.

Pittsburgh Shows the Way

NEARLY four decades have passed since commercial radio was born in Pittsburgh. After all these years the aural medium has finally started to discover its cumulative strength. Revelation of the influence exerted by 13 cooperating radio stations took place during Pittsburgh's United Fund campaign with its goal of nearly $10 million.

Details of the way Pittsburgh's radio broadcasters merged their radio signals into a cooperative campaign for the public welfare were related in these columns [LEAD STORY, Dec. 15]. Handicaps of the recent recession were overcome, with radio receiving much of the credit for driving the city's campaign $50,000 over its ambitious goal.

The powerful competitive powers that have built individual radio stations into important community projects were harnessed into a single force whose might led Frank McGee, president of Aluminum Co. of America, to observe, "Radio was magnificent." He and other industrial leaders in the city were especially eloquent in their praise of the way radio pushed the United Fund campaign through its most difficult period—the last 20%.

The Pittsburgh story, the Wanamaker department store success story and others are showing the irresistible appeal of the aural broadcast medium when its individual stations are employed jointly. Radio's future is brighter than ever, if the lessons of the past and present are heeded and put to work for commercial purposes as well as public welfare.

Unclear Clears

FIRST (in 1928) there were 40 clear channels. Then there were 24. And now, if the FCC follows through in the manner in which it has instructed its staff, there will be none [AT DEADLINE, Dec. 15].

Clear channels were created to serve "rural and remote" listeners by providing high power on channels unobstructed at night by other stations. Before the emergence of television, the big issue in radio was whether clear channels should be continued, or whether they should be whacked up to permit more stations to be licensed.

Drawn for BROADCASTING by Sid Hix

"I didn't get what you promised last time. This quiz is rigged."

The FCC last spring had proposed that the existing 24 clear channels be cut in half, and that only 12 I-A channels should remain. Then, as reported last issue, it instructed its staff to draw up a plan whereby all 24 I-A's would be reduced in status to I-B's (duplicated). This would mean 24 or probably more additional 50,000 w stations. And most of these doubtlessly would go to the larger markets already having abundant service.

We are not prepared to state flatly whether this would be good or bad, though we think it would be bad. We doubt whether the Commission knows. Hearings were last held on the clear channel issue in 1945-46. Only one member of the present Commission—Rosel H. Hyde—was a member then, and he was appointed in 1946.

With some 3,900 radio stations on the air, we doubt whether there is a shortage of service in any metropolitan area. Moreover there's fm, just now showing signs of real revival. And there's tv.

We do know that there is just too much at stake for hasty action. What has happened since the hearings were last held in 1946? Would the farmers and ranchers be deprived of service if the I-A's on which they now rely were duplicated? How would these remote people be alerted in the event of a national emergency in this touch-and-go world of ours?

We think that before anything is done there should be a new evidentiary hearing. Bring in the spokesmen for farmers and the dwellers in sparsely settled areas. Bring in the engineers and the lawyers representing the various viewpoints if, indeed, conflicts do exist.

The FCC and the broadcasters should know the updated facts before action is taken.

Change of Pace

PERMIT us for the moment to digress from the themes that usually occupy this space.

It is almost the eve of Christmas, and talk of business rivalries and economic problems suddenly seems out of place.

At this season magic transformations can occur. It is possible, after no more than two martinis at the Commodore bar, to regard the 6:02 to Westport as an enchanted vehicle rushing toward the Pole. Who is to call it incongruous that a sleigh appears on the Sunset Strip? In Washington a Congressman may roar denunciations or an FCC commissioner may issue threats, but they will not be heard above the tinkle of the smallest jingle bell.

It will be a week before we visit you again. We shall count the week well spent if during it you will recall that we wished you Merry Christmas.

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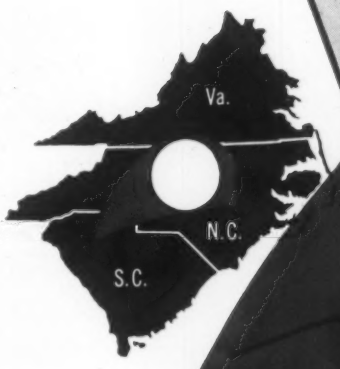

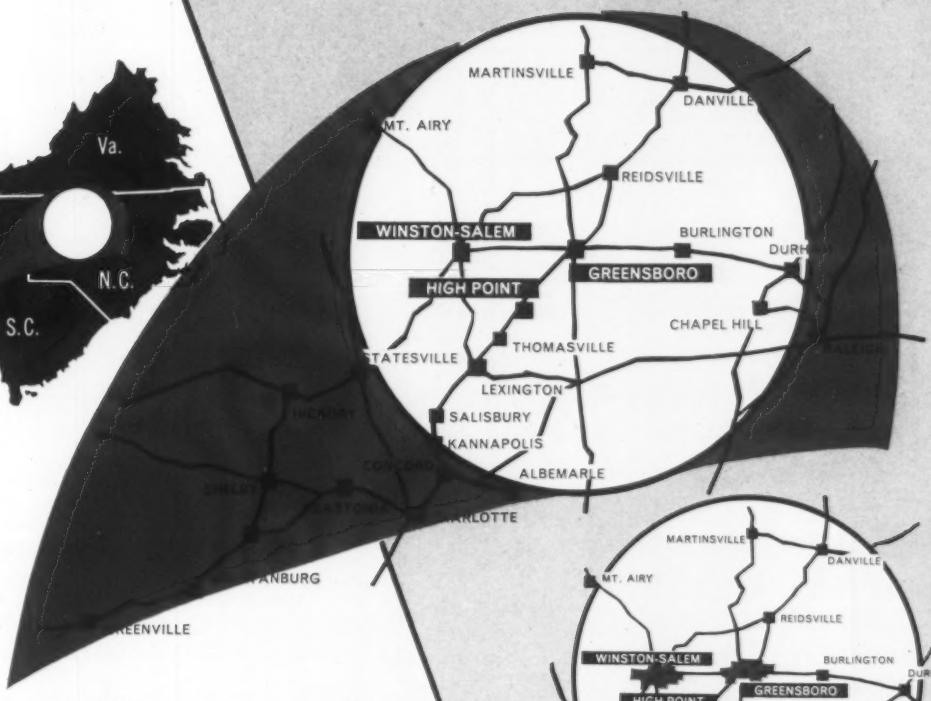

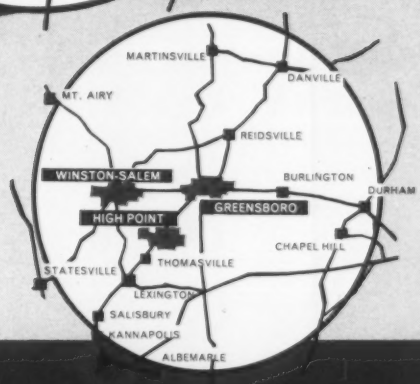

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Greensboro-High Point—Guilford County—Map Location F-3

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See SRDS consumer market map ning of the State

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